

Family Nibbles - Volume 7

Stories of our Jarvis Ancestors 1920-1938

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Mark Jarvis

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Dedication

This is dedicated to the Jarvis families that came before us.

This volume is about the lives of Ralph and Chleo Jarvis and their family. They were in their prime in the 1920s and 1930s. They got married, worked, and raised a family.

The book is also about Nathan L. Jones, the visionary mentor to Ralph Jarvis. Jones provided Jarvis with opportunities, and Ralph Jarvis took advantage of them.

This book is about the Roaring Twenties and the Great Depression. These two decades saw the best of times and the worst of times.

Finally, this book is about the modernization of American life. It was the age of the automobile, radio, and telephone. Perhaps most important, it was the age of electricity, bringing light and electric appliances into the homes of ordinary people.

As always, this book is dedicated to the Jarvis families that come after us. I hope this look at our past helps them appreciate their heritage.

There's a little bit of each of those ancestors in us. Let's appreciate their message to us.

"What you are, we were. What we are, you will be."

Acknowledgments

My son Joe sparked my interest in genealogy.

He began the research of our family history. He began building our Ancestry tree that today records more than 6,000 people.

Joe took the first DNA tests, and patiently tried to explain the technicalities to me. He painstakingly matched his DNA results with that of Eric Jervis, which was the key to finding our ancestors in England.

After I retired and devoted more time to genealogy, we often collaborated or reviewed each other's research.

I've drawn on this trove of research in writing this book. Thank you, Joe.

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Nathan Jones

After returning from military duty in the summer of 1919, Ralph Jarvis went to work as a lineman for the Pawnee Power and Water Company. The company was building transmission lines to several small towns around Larned.



Ralph Jarvis (center) with other linemen, c 1919

The Pawnee Power and Water Company had been founded by Nathan Jones.

The backstory of the company's founding had begun three years earlier. It's an interesting story. But even more fascinating is its future.

Ralph Jarvis couldn't have known it at the time, but his association with Pawnee Power and its visionary founder would impact his career for the next decade.



NATHAN L. JONES

Family Nibbles

Let's meet the founder of the Pawnee Power and Water Company, the charismatic and visionary Nathan Jones. He was to have a profound effect on the career and life of Ralph and Chleo Jarvis.

Born in Seattle in 1892

Nathan Leroy Jones was born July 25, 1892, in Seattle, Washington. His father was Arthur Jones, age 26, an electrician born in Ohio. His mother was Iona Housal, age 22, who was born around Atchison, in Doniphan County, Kansas.

Register of Births in City of Seattle, King County, State of Washington.									
Serial Number	MATERIAL AND CHRISTIAN NAME IF ONE OR OTHER	DATE OF BIRTH MONTH DAY YEAR	BIRTHPLACE	MALE OR FEMALE	White, Black, Indian, etc.	Alb. children born dead, stillborn, twins, etc.	MOTHER'S NAME	Age at birth, yr. mo. da.	WHITE, BLACK, INDIAN, etc.
370	Edward Bradley	7 17 92	108 Dyer St.	M	W	Sarah Terrell	Wife	36	1057
371	Merriweather	112 Division St.	F.	W	Mary Phillips	America	29	1058
372	Frank	Seattle	M.	W	New Bright	John Hendon	42	1059
373	Edward Gregory	7 21	M.	W	Louise Stevens	Island	16	1060
374	116 University	F.	W	M. McLean	Michigan	29	1061
375	120 Charles St.	F.	W	Jennie Riley	Italy	30	1062
376	81 Adams St.	M.	W	Alice Brown	Ohio	9	1063
377	Nathan Leroy Jones	Seattle	M.	W	Iona	Ohio	26	1064
378	Business Block	F.	W	Dyania Conditus	Texas	26	1065
379	Business Block	F.	W	27	1066
380	Business Block	F.	W	27	1067

Birth – Nathan Leroy Jones – Seattle, Washington – July 25, 1892

His family

Arthur and Iona Jones had three children – Nathan, born 1892, Clarence, born 1897, and Mabel, born 1899. Mother Iona died in 1901.

The family moved from Seattle to Baca County, Colorado. Arthur married Carrie Rousseau in 1904 in Colorado, and a daughter Bernice was born in 1906.

180	Jones Arthur E.	Male	m	w	42	m	2	6
—	Carrie	Wife	m	w	40	m	1	6
Nathan Leroy	son	son	m	w	17	s		
—	Clarence	son	m	w	12	s		
—	Mabel	Daughter	m	w	10	s		
—	Bernice	Daughter	m	w	4	s		

1910 Census – Arthur Jones family – Baca County, Colorado



Stories of Our Jarvis Ancestors 1920-1938

Arthur and Carrie Jones had moved to Milan, Kansas by 1915. Milan was a small town 15 miles west of Wellington and southwest of Wichita.



Nathan got married

Nathan married Orlena. We don't have their marriage license, and don't know Orlena's surname or background.

1915 Census

The 1915 Kansas census shows Arthur and Carrie Jones and three children living in Milan.

House 43	43	Ruby Warner	11	6	5	w		
		A C Jones	49	m	5	w	29	
		Jones	45	1/2	4	w	30	
		Bernice Jones	9	1/2		w	31	
		Clarence Jones	18	m	1	w	32	
		Mable Jones	16	1/2		w		
Number of colored males.								

Arthur Jones and Family – Milan, Kansas – 1915

Nathan Jones and his wife Orlena were living next door with two children, Frank and Kathleen Barnhart, ages 6 and 2. We can assume that Orlena had these two children from a previous marriage.

Nathan was age 22 and Orlena age 25.

4	5	6	7	8	9
44	44	N C Jones	22	m	w
		Orlena Jones	25	1/2	w
		Kathleen Barnhart	2	1/2	w
		Frank Barnhart	6	m	w
		W. C. and M. L. Barnhart	30	m	w

Nathan Jones and Family – Milan, Kansas – 1915

An Electrician

Some sources say Nathan had a short stint in college in Nebraska, or that he learned the electrician's trade in Kansas City. I'm not sure either of those facts is true.

We do know that his father was an electrician. And we know that Nathan was working as an electrician in 1915. He was wiring the new Hatcher Hospital in Wellington.

He was age 23.



Hatcher Hospital, Wellington, Kansas

Work on the Hatcher Hospital.

Good progress is being made by Contractor Mitchell on the new Hatcher hospital building on North Washington, though the work is all of such a substantial and permanent character that construction seems to proceed but slowly. The floors on all three stories are to be of concrete, to be covered in the bedrooms with a patent sanitary composition, while the interior walls are like the exterior, of hollow tile, fireproof and sound proof. The electrical wiring, which is being done by Nathan L. Jones, is also of an elaborate character, and will include several electric motors, for various services. The outside walls will be covered with a cement stucco, one of the first buildings in the city to be treated in this way on a large scale.

The Monitor Press – August 4, 1915

A peek into the future

Over the next two decades, Nathan Jones will become a millionaire, a utility tycoon, a philanthropist, a show-horse owner, and a political operative. He will also suffer a fall from grace.

Ralph Jarvis begins working as a lineman for Nathan Jones. As Jones' star rises over the ensuing years, Ralph Jarvis follows.

The following stories are about the rise and fall of Nathan Jones and his protégé Ralph Jarvis.

Argonia Wants Electricity

Argonia, Kansas wanted electricity. Argonia is a small town 20 miles west of Wellington. Its 1910 population was 466 residents.



By 1910, many cities and large towns had electric light plants. But small towns like Argonia did not. This put Argonia and other small towns at great disadvantage. Residents and businesses wanted electric lighting.

In 1910 less than 2 percent of the U.S. was electrified.

Uncovered: 100 Years of Electricity History

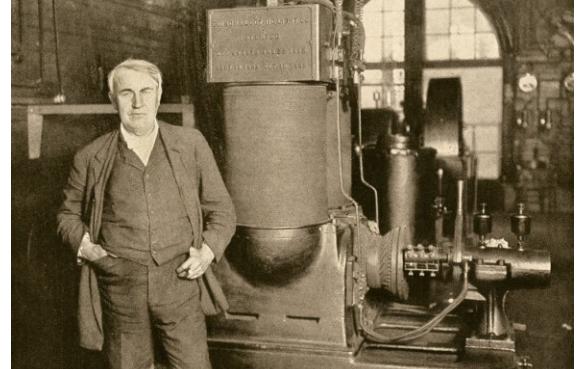
Electrification of Cities

By 1900, most cities had suppliers of electricity and telephone. Mind you, that didn't mean that all the city's residents were online.

In 1882 Thomas Edison's Pearl Street power station started generating electricity in lower Manhattan. Its main purpose was to provide power for one of Edison's most famous inventions: the lightbulb. That station provided electricity to 59 customers.

In 1882, Kawsmouth Electric Light Company brought electric illumination to the first 13 customers on the west side of Main Street in Kansas City.

By 1892, Chicago had more than twenty private companies generating and selling electricity.



Thomas Edison with his dynamo that generated the first commercial electric light New York City – 1882

Medium-size towns had choices

The electrification of medium-size towns grew more slowly. Wichita had a privately-owned electrical plant by 1905. And we saw earlier that Larned citizens voted bonds for a municipal plant in 1914.

Citizens of Wellington, Kansas voted bonds to build a municipal electric plant in 1903.

History:

In 1903, the first Wellington municipal power plant was established on Slate Creek. It was purportedly used to power the new electric streetlights in the downtown area. The power plant crew would go to the site in the evening, fire up the boiler and generator, and as the boiler warmed around 11:00 p.m. the lights would dim and go out. As local merchants began selling electric washing machines, the power plant started operating on Mondays, so the Wellington housewives could operate them. Soon, Tuesdays became "ironing day", as local retailers started selling the new electric irons. Eventually, the plant was operated 24 hours a day, 7 days a week, year round. The power plant was later moved from its Slate Creek location to its current location.

History of Wellington, Kansas power plant

Small towns lagged behind

Small towns didn't have enough population to support the building of a municipal electric plant. Nor would the economics support a private company in providing electricity.

But towns like Argonia, Kansas wanted electricity. The most viable way was to build a transmission line from a larger town that already had an electric plant.

And—by the way—when are
we going to have electric lights?

The Argonia Argosy – June 10, 1915

Farms were in the dark

Small towns might find a way to get a transmission line, but individual farms couldn't justify a transmission line. A prosperous farmer might have a gasoline engine and generator, but most farms simply went without electricity.



Argonia may get electricity from Conway Springs

In May and June 1915, Argonia began talks with Mr. DeTar, owner of the Conway Springs Electric Light and Ice Company.

DeTar would build a transmission line from Conway Springs, 15 miles away. In return, Argonia voters would authorize a bond issue of \$12,000 to finance DeTar's line construction and give him a 20 year franchise. DeTar would pay back the bonds with interest over 20 years.

The election was scheduled for August 1.



Nathan Jones has a proposal too

Nathan Jones was known in the area as an electrician. He and his father's family had lived in Milan, just a few miles from Argonia. So he was known as a local too.

Jones realized the opportunity at hand and went all out to claim it. His plan was superior.

- *Jones would contract to buy electricity from Wellington at a discount.*
- *Jones would provide electricity at the same rates as Conway Springs' proposal, but at no up-front cost to Argonia.*
- *Jones would try to get additional franchises along the route from the towns of Milan and Mayfield.*
- *Jones would organize a company owned by local investors to finance the line construction.*



Argonia contracts with Jones

Realizing that the bond issue for Conway Springs would fail, Argonia called off the election. After a few more negotiations, Argonia decided to contract with Nathan Jones.

Jones also got agreements from the towns of Milan and Mayfield that they would adopt whatever agreement was reached with Argonia.

**FOR DISTRIBUTING
CITY ELECTRICITY**

NATHAN L. JONES AND ASSOCIATES SECURED BIG CORPORATION CONTRACT SATURDAY AFTERNOON

TO FURNISH CURRENT TO FARMS

Young Electrician is Forming Company to Sell Wellington Electric Power to Mayfield, Milan, Argonia, Other Towns and Farms

What will mean hundreds of dollars of clear "velvet" revenue to the municipal power plant of this city and a source of comfort and profit to hundreds of farmers and the inhabitants of the cities to the west of us is the main part of a deal consummated Saturday afternoon.

Nathan L. Jones, a young electrician formerly of Milan but recently of this city, has had the sagacity to see the possibility of a great future electric business and has brought together a group of associates with the object of a corporation firm to buy electric current from Wellington at a Mayfield delivery point and retail it to its own lines, supplying adjacent farms and the cities of Mayfield, Milan and Argonia.

Such a contract was drawn and Sat-

CALLS OFF ELECTION

Wellington Will in All Probability Furnish Juice for Argonia, Milan And Mayfield

Argonia has decided to call off their election to vote bonds to the amount of \$12,000 in order to meet the Conway Springs lighting proposal, so it is very probable that Wellington will furnish current for several of the neighboring towns.

All Nathan Jones asks is a ten year franchise to use the streets and alleys of these towns to erect pole lines. The Wellington line will be tapped two miles west of Mayfield and a line will be run ten and a quarter miles to Argonia picking up Milan on the way. Farmers will be supplied with current in any quantity.

In event the franchise is obtained a \$10,000 company will be organized with Ed Stewart of Mayfield secretary and treasurer and Nathan Jones, superintendent. Both Milan and Mayfield have agreed to adopt whatever plan appeals to Argonia.

Nathan Jones will be in Argonia this evening to confer with the mayor and council and will endeavor to bring matters to a close.

The Wellington Daily News - July 28, 1915

Jones also announced that any farmer along the route of the high line could get electricity.

Jones contracted with the City of Wellington to buy electricity at discount rates.

This was a win-win, because Wellington could sell more of its generating capacity, thus reducing its unit cost of production.

It wouldn't cost Wellington any up-front cost. Jones would hook up to Wellington's system near Mayfield.

The negotiations were finished. The contracts were signed. Now Nathan Jones had to deliver.

The Wellington Daily News - July 5, 1915

Where were Ralph Jarvis and Chleo Webb?

In summer 1915, Ralph Jarvis was living in Greensburg, Indiana with his mother and step-brothers. His older brother Elmer had gone to Illinois to work on a farm. His next-older brother Tom was a streetcar conductor in New York City. Ralph would soon leave home and travel to Kansas to find work.

Ralph was age 21.



Anna and Chleo Webb – c 1915



Ralph Jarvis - c 1915

Chleo Webb was living with her mother in the Rock House in Larned. By the end of 1915, her sisters had married, and her brother Jim was living away from home.

Chleo was age 15.

Timeline – 1915

Year	Event
1915	European nations are embroiled in World War I
1915	First long distance telephone between New York and San Francisco
1915	Rocky Mountain National Park is established
1915	The first stone is laid for the Lincoln Memorial in Washington D.C.
1915	Babe Ruth hits his first career home run
1915	The RMS Lusitania is sunk by a German U-boat, killing 1,198 people
1915	The first stop sign appears in Detroit, Michigan
1915	Nathan Jones founds Western Sumner Light and Power Company

Western Sumner Light and Power

With contracts signed in summer 1915 to deliver electricity to Argonia, Milan, and Mayfield, Nathan Jones set about organizing a company to finance and build the lines.

Sell stock to finance the project

Jones would sell stock to local investors to raise the \$10,000 for construction of the high line. The investors were some of the prominent local business leaders and farmers. They would be the directors and officers. This gave more credibility to the organization and gained the trust of the local community.

Jones would get some stock, and he would be the general manager of the company.



The business model

Nathan Jones didn't invent this business model. But he was in the right place at the right time. Similar organizations in the utility industry were being formed all over the country. This was the first of many companies that Jones would organize using the same concepts.

Light Co. Incorporates

The Western Sumner Light and Power Co. met Monday and incorporated their company, although they have yet to go through the formality of getting their charter from the State of Kansas. The company is composed of W. Ed Stewart of Mayfield, secretary and treasurer; Nathan L. Jones of Wellington, superintendent; E. T. Stewart of Milan; F. M. Sumpter of Argonia; and W. D. Wornom of Mayfield. These men will be the principal stockholders, the first five forming the board of directors. The remainder of the stock will be sold to farmers in the surrounding country. The company's headquarters will be at

*Milan — Wellington News
The Milan News — September 16, 1915*

The company name, Western Sumner Light and Power Company, was indicative of the location of the three towns and service area of the company in western Sumner County. Jones applied and got a charter from the State of Kansas for the utility company.



Government regulation of electric utility companies

Municipal regulation

From the beginning years of electrification, most regulation was at the municipal level.

If the municipality owned its electric plant, it determined the rates, and it had the power to build poles and lines in city easements.

If a private company provided electricity, it negotiated a franchise with the municipality. The franchise agreement dictated rates and gave the utility the right to build on city easements.

That's why Nathan Jones had to get a franchise contract with each town. He secured franchises from Argonia, Milan, and Mayfield.

State regulation

In the mid-1910s, states also began to regulate utilities. State regulation required standard accounting practices, and the right to audit the utility company's books.

That's why Nathan Jones had to apply to the state of Kansas to get a charter.

Charter Granted

Nathan Jones received word today from Secretary of State J. T. Botkin, notifying him that a charter had been granted to the Western Sumner Light and Power Co.

Mr. Jones left for Kansas City this evening to investigate a steel pole proposition.

The Wellington Daily News – September 18, 1915

Benefit of regulation

A regulated electric utility company seemed safe and secure to investors, making it easier for the company to sell stock shares and bonds. In practice, financial investments weren't regulated by either municipal or state regulations.

Jones delivered

It was September 1915. Nathan Jones had organized his first company. He was age 23.

Argonia got electricity, and good service. On May 2, the current was turned on. The city was lighted. It celebrated the new service.

Electricity was also delivered to Milan and Mayfield, the two towns along the high line route. And farmers on the route signed up for electricity.

How 'bout electric appliances?

The End of Treadle Pushing

Did you ever have rosy visions of the day when your sewing machine would practically run itself and give your feet and back a rest? That day is here. The WESTERN ELECTRIC Sewing Machine has a hustling little motor that does the hard work. You merely have to guide the sewing. Can you imagine anything easier? AND---The cost of operation is but 2c for 10 hours. The entire machine--enclosed in its attractive golden oak carrying case--weighs less than a suit case packed for a week-end trip.

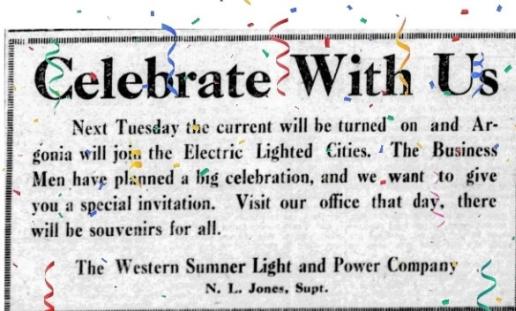
Wornom and Jones

The Argonia Argosy – December 14, 1916

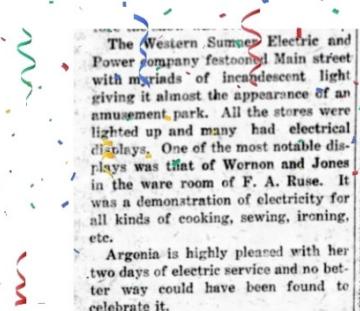
Jones soon opened a retail store selling electric appliances. Now that a resident had electricity, how about an electric fan, or an iron, or an electric washing machine?

Can you imagine in the era before air conditioning what a delight the electric fan must have been?

One of the investors, Dale Wornam, would operate the store and look after the maintenance of the lines.



The Argonia Argosy - April 27, 1916



The Argonia Argosy - May 4, 1916

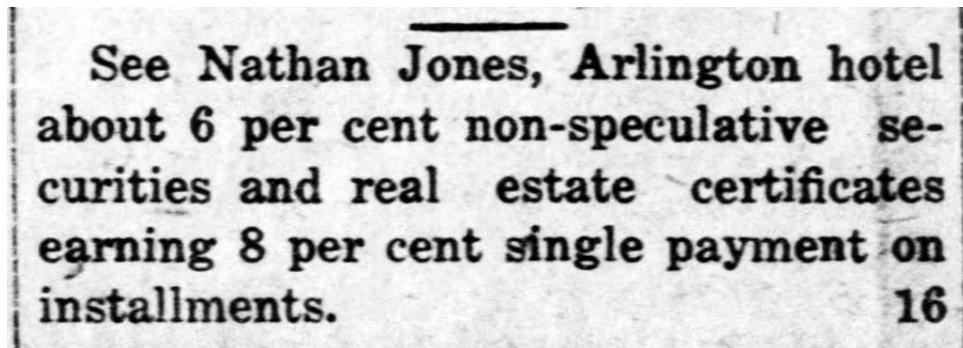


The Argonia Argosy – June 8, 1916

The Idle House, a movie theater in Argonia, advertised that they had four large-size electric fans.

How 'bout guaranteed investments?

In addition to the electric utility, and electric appliances, Jones began to advertise investment products. They were “non-speculative” and could earn 6% or 8%.



The Wellington Daily News – May 10, 1917

Were these investments too good to be true? Utility companies weren't regulated. They could do as they pleased. For many years, investors poured money into these investments, and were rewarded with high dividend payments.

The business model

Nathan Jones had organized a company that built transmission and distribution lines to three small towns. The funding was provided by prominent local people buying stock in the company. Jones received stock and was general manager.

Jones also formed a company to sell retail electric appliances.

And Jones sold investments, shares of utilities that promised a high dividend.

This was a business model he would repeat. He was in the right place at the right time, and he took every advantage.

Jones delivered on his promises in all three of these areas. Customers received good service. There was demand for electric appliances. And investors received dividend payments on a regular basis.

Where were Ralph Jarvis and Chleo Webb?

In spring 1916, Ralph Jarvis had arrived in Larned. Larned had voted bonds for a municipal electric plant in 1914, and the plant was coming online in spring 1916. Ralph worked as a lineman and learned the trade, stringing lines and poles through Larned alleys and streets, and wiring houses.

That's where and when he met Chleo Webb. Ralph was age 22, Chleo was age 16.



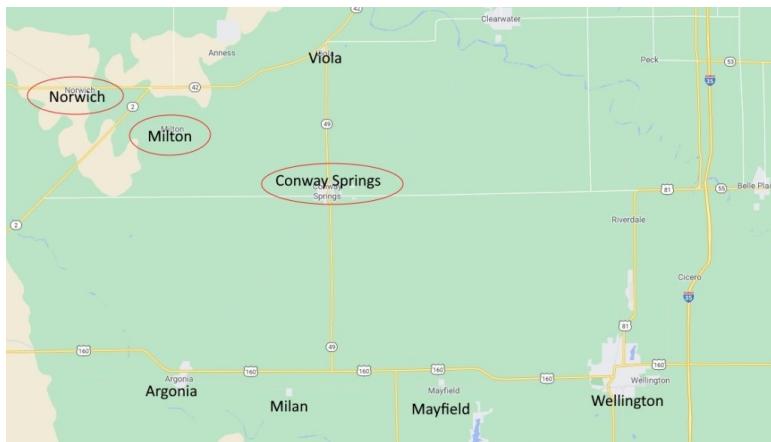
Timeline - 1916

Year	Event
1916	Ralph H Jarvis (1G) has relapse of mumps, living at YMCA in Salina Kansas
1916	Mexican Revolution begins. Pancho Villa attacks Columbus, New Mexico
1916	Jeannette Rankin of Montana is 1st woman elected US Congress
1916	William Boeing incorporates Pacific Aero Products (later named Boeing)
1916	Norman Rockwell's first cover for The Saturday Evening Post
1916	Mary, a circus elephant, is hanged in Erwin, Tennessee for killing her handler
1916	President Woodrow Wilson re-elected by a narrow margin
1916	President Wilson signs legislation creating the National Park Service
1916	Nathan Jones founds Tri-County Light & Power Company in Kansas
1916	U.S. rejects a German offer of £10,000 per American lost on RMS Lusitania

More Towns Want Electricity

Argonia, Milan, and Mayfield, Kansas lit up their electric lights in May 1916.

Now, in September 1916, Conway Springs and Milton and Norwich want Nathan Jones to provide electricity to their towns.



OTHERS WANT CURRENT

Towns of Conway Springs, Milton and Norwich Will Probably Be Furnished With Juice From Wellington Plant

The board of commissioners of Norwich, Kansas, met with the local board and Nathan Jones, superintendent of the Western Sumner Light and Power Co., Tuesday to discuss the advisability of having current furnished them by Mr. Jones' company which uses current from the municipal plant.

Conway Springs, and Milton are also desirous of having current furnished them and have discussed the matter with Mr. Jones.

The Wellington Daily News - September 19, 1916

Jones obtained a franchise from each of these towns, and organized a new company, The Tri-County Light and Power Company. It had local investors who bought stock to finance the transmission lines. Jones got stock and was the general manager.



By May 1917 the lines were completed, and electricity was turned on. The residents were delighted.



The Milton Crescent – May 31, 1917

Viola wants electricity

A month later, Viola, Kansas gave Jones a franchise to provide electricity

N. L. Jones received Wednesday night a franchise from Viola for an electric light line.

The Argonia Argosy – October 15, 1916

Capron, Oklahoma wants electricity

In August 1917, Nathan Jones established his third company, O.K. Light and Power Company to supply electricity to Capron, Oklahoma and Hardtner, Kansas. This company would buy electricity from the Kiowa, Kansas electric plant.

Once again, local investors own the company, and Nathan Jones gets stock. Nathan Jones was age 25.

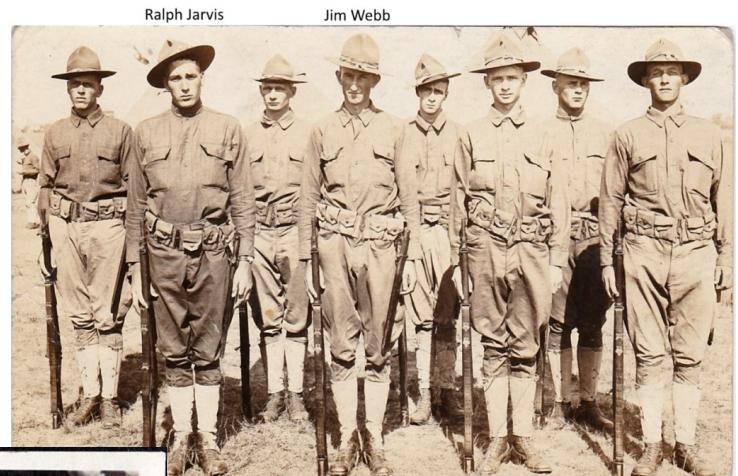
Nathan L. Jones, who organized the Western Sumner Light & Power company, which buys electric current from the Wellington plant to supply the towns of Mayfield, Milan and Argonia, and also the Tri-County Light & Power company, which does a similar service for Milton, Norwich and Viola, has branched out again, this time in Oklahoma, and is selling stock in the O. K. Light & Power company, which will supply Hardtner, Kansas, and Capron, Oklahoma, with electricity furnished by the city of Kiowa. The two companies already established by Mr. Jones have been self-sustaining from the start and their stockholders are said to be well satisfied with their investment.

The Monitor Press – August 8, 1917

Where were Ralph Jarvis and Chleo Webb?

In August 1917, Ralph Jarvis and others from Larned were in Fort Sill, Oklahoma. They had enlisted in spring 1917 and were training for deployment to France. Ralph was age 23.

Chleo Webb was a student at Larned High School. She was living at home. She was age 17.



Timeline - 1917

Year	Event
1917	Ralph Jarvis on National Guard roster in Larned, Kansas
1917	US declares war on Germany and Austria-Hungary to enter WWI
1917	Selective Service Act passes, giving the President the power of the draft
1917	US purchases U.S. Virgin Islands from Denmark
1917	Dallas Love Field opens as an airfield in Texas
1917	First Pulitzer Prizes awarded
1917	US passes Immigration Act of 1917, bans all Asians
1917	Nathan Jones founds O.K. Light & Power Company in Oklahoma
1917	The Jones Act grants Puerto Ricans United States citizenship
1917	First airmail service begins between New York and Washington
1917	Garfield, Kansas contracts with Nathan Jones to provide electricity

Electricity for Garfield, and a Vision

In September 1917, Garfield, Kansas engaged Nathan Jones to provide electricity. Electricity would be purchased from the electric plant at Kinsley, about 15 miles away.



Garfield People Sign for Current

Nathan L. Jones, the electric light man, was here last night to meet with our citizens and discuss further the proposition of building a transmission line from either Larned or the Kinsley line, in order to furnish Garfield with a 24-hour service of light and power. Further details of the organization of a stock company were gone over and finally the signatures of those who would use the current was asked for. There were twenty-six who signed up and this number was increased today to thirty-five names. Fifty names are asked as a start towards the success of the undertaking.

Mr. Jones was so well pleased with the support given that he will go before the utilities commission and the state charter board and ask for a charter. Mr. Jones' specialty is the building of transmission lines and giving service to the smaller towns, and he is a sucess at this, as his record proves. He is business from the word go and with it a genial, jolly, good fellow.—Garfield Booster.

Other small towns nearby also indicated interest. Jones implemented his "standard" business model.

Nathan Jones and his companies were now supplying electricity to 19 towns.

But this time Nathan Jones saw an additional opportunity.

Irrigation

As he worked around Garfield and surrounding small towns, Jones learned about the irrigation of crops from the shallow aquifers underlying the Pawnee and Arkansas River valleys.

A few farmers had drilled irrigation wells and powered each pump with a gasoline engine. This was expensive, and the engines required tending. Farther west, around Garden City, some were powering the pumps with electricity, but the aquifers were much deeper.

Jones Develops A Vision

Nathan Jones began to develop a vision to irrigate the Pawnee and Arkansas River valleys with electricity.

Because the water was close to the surface, irrigation with electric pumps would be more affordable. If the deep wells around Garden City were economically viable, shallow wells would be more economical. He would be able to make a financial case that farmers would profit by using electricity.

Any farmer along his existing transmission lines could easily connect. If a Jones transmission line ran between small towns, there was no investment cost in connecting farms along the route.



Irrigation could be done during the day when surplus electricity was available. The electric plants operated 24 hours a day. But electricity couldn't be stored. Electricity was wasted if not consumed as it was generated. In 1918, most electricity usage was for electric lights after dark. Jones could contract to buy cheap discounted electricity during the day for irrigation pumps.

Take Action

Jones began studying the situation, talking and questioning and promoting at every opportunity. He became convinced of the viability of his vision, and he acted.

By early 1918, Jones left Wellington and moved to Larned. Larned was situated at the confluence of the two rivers and was the largest town in the area. Larned also had an electric plant that could supply Jones' needs.

On March 21, 1918, Jones filed divorce papers against his wife Orlena.

On May 8, 1918, Jones signed a contract with the City of Larned to buy surplus electricity. It's a win-win, because Larned would be able to sell electricity that would have gone unused. And Jones had a source of electricity to promote his vision.

HEADQUARTERS HERE

Nathan L. Jones, Electric Light Man, Has Established Office in Larned

Nathan L. Jones, the man who put in the electric light system in Garfield and eighteen other Kansas towns has established his headquarters in Larned, and is occupying a suite of rooms in the Edwards building over the postoffice. He will conduct all his office business from Larned in the future. J. Avon Hoefer, an irrigation engineer, who has done work on the Pacific coast for a number of years, is associated with him in the office here. Mr. Jones in addition to his electrical engineering business and the establishment of electrical connections in small towns over Kansas, will conduct irrigation work in connection with the other projects he is promoting in this vicinity.

May 30, 1918 – *The Tiller and Toiler*

POWER FOR IRRIGATION

Transmission Line to Carry Current Up Pawnee Valley.

At the meeting of the city council on Wednesday night, May 8th, a contract was granted to Nathan L. Jones, allowing him the privilege of purchasing the surplus energy from the municipal electric light plant at a price based on the cost of electric service plus a profit. On this contract the price to be raised or lowered as the city's cost is increased or lowered.

May 9, 1918 – *Larned Chronoscope*

On May 30, 1918, Jones opened an office on the second floor of the Edwards Building in Larned. He was somehow going to see his vision realized.

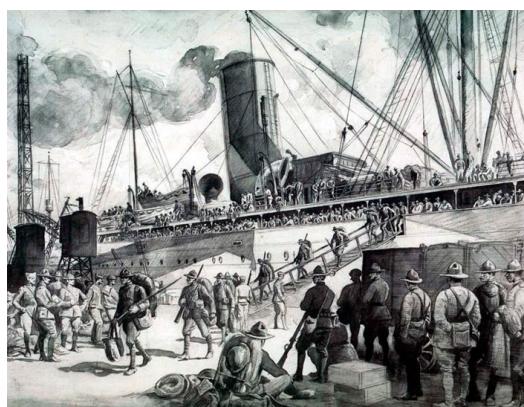
Where were Ralph Jarvis and Chleo Webb?

On May 9, 1918, soldiers of the 137th Infantry disembarked the USS Baltic and set foot on French soil at Le Havre. Ralph Jarvis of Company F was “Over There” in World War I.



Chleo Webb was a student at Larned High School. She worked at the

Ideal Steam Laundry. Chleo had met Ralph Jarvis and begun a romance. They corresponded during Ralph's time in military service. Chleo was age 18.



Nibbles Extra Credit - 1918 Flu Pandemic

In 1918, a new influenza virus emerged. During this same time period World War I was taking place. The conditions of World War I (overcrowding and global troop movement) helped the 1918 flu spread. The vulnerability of healthy young adults and the lack of vaccines and treatments created a major public health crisis, causing at least 50 million deaths worldwide, including approximately 675,000 in the United States.

CDC – Centers for Disease Control and Prevention



An emergency hospital in Brookline, Massachusetts, during the 1918 influenza pandemic.

Americans donned masks, schools and public gathering places temporarily shut down, and one-third of the globe fell ill. Sound familiar in 2021?

Doctors, with a flawed understanding of the virus' cause, had few treatments to offer. Life insurance claims rose sevenfold, and American life expectancy decreased by 12 years.

Medical workers had no means of protection other than masks.



March 1918



- Outbreaks of flu-like illness are first detected in the United States.
- More than 100 soldiers at Camp Funston in Fort Riley, Kansas become ill with flu. Within a week the number of flu cases quintuples.
- Sporadic flu activity spreads unevenly through the United States, Europe, and possibly Asia over the next six months.

1918 Flu Origins – CDC – Centers for Disease Control and Prevention

Family Nibbles

One 20-year-old nurse tended to patients during the pandemic. She was Emily Maninger, from Harper, Kansas. She's our grandparent Emily Maninger Cheney.



Emily Maninger – Wichita Hospital – 1920

Whatever its cause, the flu epidemic killed more people than the war itself.

Timeline – 1918

Year	Event
1918	Ralph Jarvis, Jim Webb, and others serve with 137th Infantry in France
1918	Soldier at Camp Funston, Kansas sick with first confirmed case of Spanish flu
1918	Worldwide influenza epidemic strikes. By 1920, 20 million die, 500,000 in US
1918	Codell, Kansas hit on the same date for third year in a row by a tornado
1918	Daylight saving time is first adopted
1918	Battle of Saint-Mihiel fought in France, Ben Teply is wounded
1918	Nathan Jones founds Pawnee Power and Water Company
1918	Armistice is signed ending WWI
1918	Ripley's Believe It or Not! first appears

Pawnee Power and Water Company

During the fall and winter of 1918, Nathan Jones tirelessly promoted his vision of providing electricity to small towns in the Pawnee and Arkansas valleys and connecting farms for irrigation by electric pump. He held dinners for local farmers where he promoted his plan.



He invited J.H. Mohler, the Kansas Agriculture Secretary, for tours and speeches. Mohler gave his hearty endorsement.

Jones funded an engineering report by W.B. Rollins, an engineer from Kansas City. The report concluded that the project was economically viable, and that Jones' calculations and estimates were valid.

\$150,000 CHARTER HERE

The Pawnee Power & Water Company Incorporated at Topeka

A charter for the Pawnee Power & Water company has been obtained from the state charter board by Nathan L. Jones. The Company has also been approved by the blue sky board, and is now awaiting action by the capital issues committee before stock is offered for sale.

The company is incorporated for \$150,000, and its purpose is described to be to furnish light and power to Lewis, Belpre, Kinsley, Garfield, Rozel, Burdett and Pawnee Rock, a twenty-four hour service, and to supply power for pumping the supply of shallow water for irrigation purposes in the shallow water districts of Pawnee, Hodgeman and Edwards counties.

The Tiller and Toiler – December 12, 1918

**IRRIGATION
IN THE VALLEY**

PROJECT RECEIVED ENDORSEMENT OF SECRETARY MOHLER

After Going Through the Valley Mr. Mohler Stated He Believed It to Be Best Irrigation Proposition in Kansas

Secretary J. C. Mohler, of the Kansas State Board of Agriculture, was in Larned Monday, and was driven through the Pawnee valley to Burdett for the purpose of inspecting it and giving his opinion as to its possibilities if electrified and irrigated.

The Tiller and Toiler – August 22, 1918

In December 1918, Jones got a charter from the state of Kansas to organize the Pawnee Power and Water Company.

Like his earlier companies, Pawnee Power and Water Company would raise money by selling stock to local investors, many of whom were the farmers that would benefit by being a consumer of the electricity. Jones would get stock and be the general manager of the company.

Family Nibbles

The Pawnee Power and Water Company officially began business in April 1919. On April 17, 1919, the Pawnee Power and Water Company held its organizational meeting.

Pawnee Power Co. Organize

The Pawnee Power and Water Co. held its organization meeting at the new court house Monday afternoon, and elected a full set of officers.

A. H. Lupfer was elected president; R. W. Cone of Rozel, vice president; W. H. Vernon Jr., secretary; W. L. Earl, treasurer; Nathan L. Jones, general manager.

The board of directors was elected as follows, A. H. Lupfer of Larned, R. W. Cone of Rozel, J. G. Bridwell of Belpre, F. L. Slaughter of Kinsley, N. N. Converse of Pawnee Rock, W. L. Earl of Larned; W. H. Vernon Jr. of Larned, G. F. Mather of Burdett, Nathan L. Jones of Larned.

An enthusiastic meeting was held, and plans were made for pushing the work of the company right along. The transmission line up the Pawnee-valley will be built as soon as possible, General Manager Jones states. R. W. Cone, W. H. Vernon Jr., W. L. Earl and Mr. Jones were appointed a committee to purchase material.

Larned Chronoscope – April 17, 1919

It elected directors and officers, all of whom were local investors. The general manager was Nathan L. Jones, the organizer and visionary.

The object of the company is “to furnish and supply electric light and power to the cities of Rozel, Burdett, Garfield, Belpre, Lewis, Kinsley, and Pawnee Rock, in the state of Kansas, and other cities and consumers in the territory adjacent thereto, for domestic and commercial purposes. To furnish electrical power for plants in the Pawnee and Arkansas valleys and other shallow water districts in the counties of Barton, Pawnee and Edwards, in the state of Kansas.”

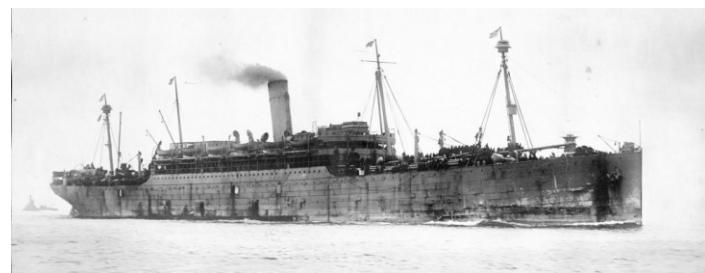


Where were Ralph Jarvis and Chleo Webb?

On April 20, 1919, Ralph Jarvis and 4,770 other men celebrated Easter aboard the troop ship USS Manchuria. They were a week out from Brest, France, heading for Hoboken, New Jersey and then home. World War I was over. They were anxious to get home and resume their lives.



Troops aboard USS Manchuria – 1919



USS Manchuria - 1919

Stories of Our Jarvis Ancestors 1920-1938

Chleo was graduating from Larned High School. She and Ralph had been writing, and she was anxious for him to be back home. She was age 19.



Nibbles Extra Credit – The end of war

The war was over. Europe celebrated. America celebrated.

The technology of war had far surpassed the commanders' strategy of battle, and horrific deaths ensued. Hundreds of thousands had been killed, often in a futile charge from a trench. Many more died of disease and infection.

So in November 1918, the world celebrated. New York had a tickertape parade. For that day, there was everything to celebrate.



Armistice – November 1918

Postwar recession

At first, the end of wartime production caused a brief but deep recession, the post–World War I recession of 1919–20.

Family Nibbles

The war ended on November 11, 1918, and America's economic boom quickly faded. Factories began to ramp down production lines in the summer of 1918, leading to job losses and fewer opportunities for returning soldiers.

Troops returning from the war created a surge in the civilian labor force, causing more unemployment and wage stagnation.

American farmers had been selling grain to Europe, as European farms had been ruined by war. As those farms resumed more normal times, American exports dropped dramatically.

Topping it all was something we've experienced 100 year later, a devastating pandemic. The 1918 flu killed 50 million people worldwide. Like today, many businesses had to shut down, and didn't survive.



1919-1920 Recession

Timeline – 1919

Year	Event
1919	The Treaty of Versailles is signed, ending World War I
1919	Treaty of Versailles fails ratification in US Senate, will never be ratified by US
1919	Ralph Jarvis is a lineman for Pawnee Power and Water Company
1919	Ex-President Theodore Roosevelt dies at age 60
1919	Congress establishes the Grand Canyon as a United States National Park
1919	Ralph Jarvis and Chleo Webb (1G) marry on December 16 in Larned Kansas
1919	18th Amendment prohibits liquor, repealed by 21st Amendment in 1933
1919	Felix the Cat appears in Feline Follies, making him the first cartoon character
1919	President Wilson has massive stroke, Edith Wilson takes over in silent coup
1919	Babe Ruth is sold by Boston Red Sox to New York Yankees for \$125,000

A Job As Lineman

After returning from military duty in the summer of 1919, Ralph Jarvis went to work as a lineman for the Pawnee Power and Water Company.



Line crew – Pawnee Power and Water Company – c 1920



Ralph Jarvis – lineman – c 1920

Ralph had worked as a lineman in Larned during 1916 when the city had built its own electric plant. Then, during Ralph's military service he was responsible for communications and wiring. So he was well-qualified for a job as lineman.

Ralph must have had some leadership and problem-solving talents, for he soon rose to foreman. He was responsible for several of the line crews. He was constantly traveling to the jobs.

Over the ensuing months of 1919, Ralph Jarvis and the construction crews built transmission lines to the small towns around Larned, and

then built distribution lines up and down the streets and alleys of the towns.

Farmers along the power line routes could also be supplied electricity for lighting and powering motors, especially to power irrigation pumps.



Family Nibbles

In September 1920, the company employees and fleet were photographed at the Great Bend fairgrounds. The placards on the trucks boasted of power lines in seven counties, and property over a million dollars.



That's Nathan Jones in the upper left photo, standing by the lead car.



Pawnee Power and Water Company – employees and fleet – Great Bend, Kansas – September 1920

Ralph was superintendent of construction for the company. That's Ralph Jarvis in the photo above. His No. 10 auto must be his superintendent's vehicle.

Nibbles Extra Credit – The Roaring Twenties - Prohibition

On October 28, 1919, the Volstead Act implemented the Eighteenth Amendment, which banned the commercial manufacture, sale, and transport of alcoholic beverages. The act went into effect in January 1920. What a way to kick off the Roaring Twenties.



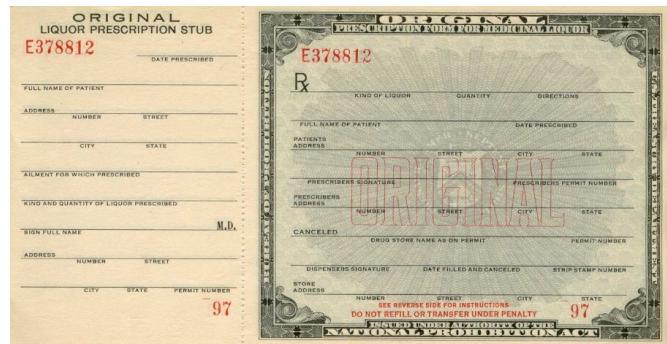
Joplin Globe – January 17 1919

Loopholes

Note that the law didn't ban the consumption or purchase of alcohol, just the manufacture and sale.

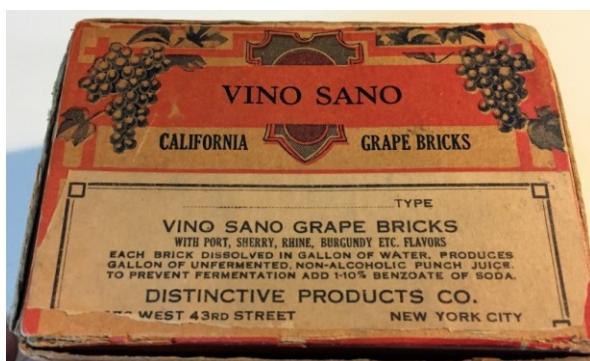
It was legal to consume beer or liquor purchased before Prohibition kicked in. Working class people were enraged that those on the highest rungs of society could dip into these private reserves while they had none.

There were loopholes for religious purposes and prescriptions from doctors, dentists, veterinarians, and pharmacists.



Liquor Prescription Form

Charles Walgreen's drugstores took advantage of the prescription loophole and grew into a national chain (whiskey was their preferred remedy).



California Grape Brick – 1920s

Male heads-of-household could obtain permits to make 200 gallons of wine per year for personal consumption.

Napa Valley wineries made dried grape bricks, which would convert to not-so-good wine if soaked in water a few weeks.

Speakeasies



Speakeasy Club – 1920s

Speakeasies were illegal bars selling beer and liquor, and often paying off local police and government officials. Prohibition doubled the number of New York City's bars to 30,000.

Speakeasies and the underground liquor economy were often taken over by gangsters like Al Capone.

Millions of otherwise law-abiding citizens drank the prohibited liquor, prompting the growth of organized crime.

Cruises

With alcohol legal three miles offshore, “booze cruises” proliferated, the earliest cruise vacations.



Enforcement

Enforcement of prohibition was difficult – there were too few enforcement agents. But there were public raids, where agents would confiscate and destroy any liquor they found.



Destroying illegal alcohol



Wine barrels in New York City

Smuggling

In Canada, prohibition ended much earlier than in the U.S., which led to Montreal becoming a tourist destination for legal alcohol. By the end of US Prohibition, per capita liquor sales in Canada had gone from 9 to 102 gallons per year.

Legal alcohol from Canada, Cuba, Bahamas, and elsewhere was smuggled into the U.S.

It feels like forever

Prohibition would continue throughout the Roaring Twenties, finally ending in 1933.

The repeal of Prohibition is the only time that a part of the US Constitution was erased.

Timeline – 1920

Year	Event
1920	19th Amendment ratified, grants women the right to vote
1920	Anna Burton Jarvis Mounts (2G) married Samuel Stafford in Marion Indiana
1920	The National Football League NFL is founded
1920	The U.S. Post Office rules that children may not be sent via parcel post
1920	First radio broadcasts by KDKA Pittsburgh and WWJ Detroit
1920	First domestic radio sets come to stores – Westinghouse radio costs \$10
1920	Senator Warren G. Harding defeats James M. Cox in presidential election
1920	First presidential election in which women have the right to vote
1920	Census counts more than 100 million people in US for the first time
1920	Ralph Jarvis is construction superintendent for Pawnee Power and Water

Electrical Development and Supply

While Ralph and the linemen crews were building transmission lines, Nathan Jones opened the Electrical Development and Supply Company store in Larned. It sold all manner of electrical appliances, from irons to ranges to fans.



Electric Appliance Store – 1920s

Jones had started an appliance store in his first venture in Sumner County, and it was a big success. He repeated his business model in Larned.

Electric appliances for the household were one of the biggest new market segments in the 1920s.

Electric consumer appliances proliferate 1920

Nathan L. Jones and Joe Vernon went to Kansas City Saturday night to purchase electrical supplies for the new Electrical Development & Supply Co., which recently opened its store in Larned.

Larned Chronoscope – December 25, 1919

Electrical Gifts



Make Useful
and Appropriate
Christmas
Presents

It means that Christmas is going to be with them every day in the year, for Electrical Gifts are practical Gifts, and can and will be used every day. Stop in any time and see the wonderful complete display of Christmas Suggestions we have ready for you.

Latest design table lamps.	5 cup electric coffee urns.
Electric chafing dishes.	Electric hot plates.
Electric disc stoves.	Electric heating pads.
Electric heaters.	Electric toasters.
Electric curling irons.	Electric grills.
Electric table stoves.	Vacuum cleaners.
3 pound electric irons.	Electric sewing machines.
6 pound electric irons.	Electric hair dryers.
7 cup electric percolators.	Electric automobile heaters.
7 cup electric coffee urns.	Electric Xmas tree light sets
5 cup electric percolators.	Electric toys.

If you do not see what you want listed above, we will gladly order anything special for you.

The Electrical Development and Supply Company

Edwards Building, Next Door to Postoffice

Estimates on Wiring by Nathan L. Jones, Consulting Engineer

Larned Chronoscope – December 18, 1919



Electric Iron – 1920



Electric toaster – 1920



Western Electric fan – 1920



Electric washing machine – 1920



Hoover vacuum – 1920

1920 Prices

But it's also important to remember that everything is relative. As we review these costs, don't forget that the average household income in the United States in 1920 was approximately \$3,269.40—that's about \$42,142.08 today, with inflation—so keep that in mind as we travel back 100 years and do a little window shopping.

But if you wanted a washing machine, it would've cost \$81.50. With inflation, that's about \$1,054—which doesn't seem too far off by today's standards.

The newest and hottest vacuum on the market, the Hoover Electric Cleaner, set households back about \$39—or \$503 today. How badly do you want clean carpets?

Here's What Things Cost 100 Years Ago – Country Living

Christmas Suggestions

From Pawnee County's New Electrical Supply House

The Electrical Development company's new retail store is now in operation in the Edwards building, next door to the post office.

Electrical Gifts are Beautiful and Useful As Well

We have a line of electrical appliances especially suitable for Christmas, including

Latest design table lamps.
Electric chafing dishes.
Electric disc stoves.
Electric heaters.
Electric curling irons.
Electric toaster stoves.
Electric table stoves.
3 pound electric irons.
6 pound electric irons.
7 cup electric percolators.
7 cup electric coffee urns.
5 cup electric percolators.
5 cup electric coffee urns.
Electric hot plates.
Electric heating pads.
Electric toasters.
Electric grills.
Vacuum cleaners.
Electric sewing machines.
Electric hair dryers.
Electric automobile heaters.
Electric Xmas tree light sets.
Electric toys

We are prepared to execute promptly and at reasonable prices all kinds of electric wiring for houses, motors, etc. We do everything electrical. We sell everything electrical. Talk over your electric matters with our engineer, Nathan L. Jones.

The Electrical Development Company

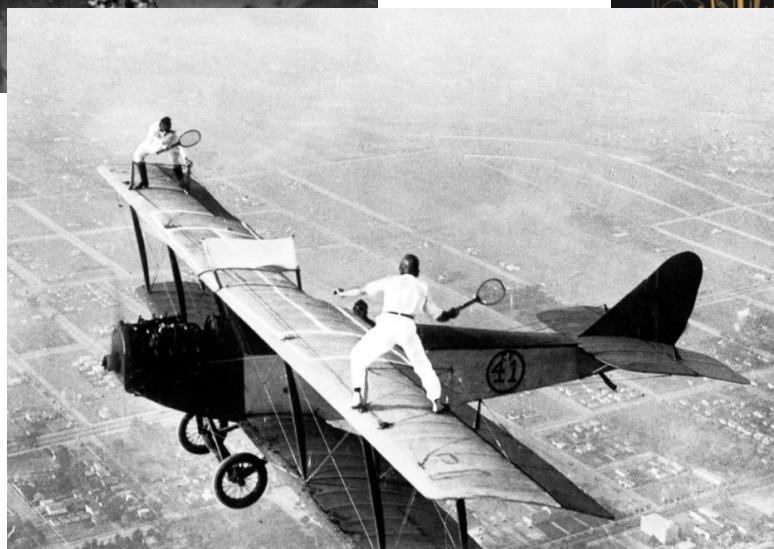
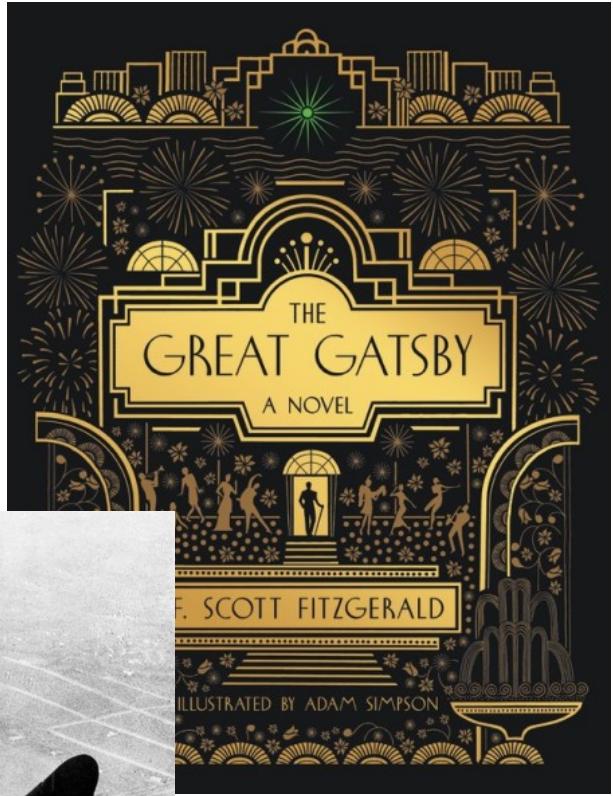
Edwards Building, Next Door to Post Office.

The Tiller and Toiler – December 18, 1919

Nibbles Extra Credit – The Roaring Twenties

The 1920s were called the Roaring Twenties, the Jazz Age, the Age of Intolerance, and the Age of Wonderful Nonsense. Whatever the name, the era was the beginning of modern America. It's the only decade in American history that has a name.

The world war was over. The flu pandemic was over. Now the cities of America and Europe would transform the way people lived.



When we think of the 1920s, we think of flappers doing the Charleston or wing walkers on a plane or Dixieland jazz. We think of F. Scott Fitzgerald's "The Great Gatsby." Those images aren't wrong, but they condense an entire decade down to cliché images.

For most people, the Roaring Twenties modernized the way they lived their everyday lives.

This decade saw the large-scale development of automobiles, telephones, films, radio, and electrical appliances. Social mores and culture changed more than they had in centuries. Women won the right to vote. Black music and culture became prominent.

Consumerism, leisure, and self-realization

Only in the 1920s did the Protestant work ethic and the old values of self-denial and frugality begin to give way to the fascination with consumption, leisure and self-realization that is the essence of modern American culture.

America: A Concise History

People were working fewer hours a week and earning more money. For those with steady jobs, their family could afford a little diversion now and then.

But not all Americans shared in the prosperity. Income equality got worse. The rich got richer. Blacks and farmers and native Americans were among those who didn't benefit equally.

Consumer Goods

New consumer goods—radios, telephones, refrigerators, and above all the motor car—made life better.

Electric appliances changed the American home dramatically. Electric irons, refrigerators, vacuums, and washing machines cut labor time.



Americans started snacking on some of the same foods still eaten today. Wonder Bread made its debut in 1921.

Popsicles were patented in 1923, and Kool-Aid was introduced in 1927.

Wheaties was one of the first to use a radio advertising jingle.



Marriage, and Then More Work

1919 had been a successful year for The Pawnee Power and Water Company.

Nathan Jones had founded his fourth startup company and was beginning to realize his vision. Ralph Jarvis had risen quickly to the superintendent of construction.

Both men would marry. And 1920 promised to be a busy year for the power company.



Ralph Jarvis married Chleo Webb

Ralph Jarvis and Chleo Webb married on December 16, 1919.

Webb-Jarvis.

Miss Cleo S. Webb and Mr. Ralph H. Jarvis were quietly married at the home of Probate Judge Stockman on Tuesday evening, Dec. 16th, the ceremony being read by Judge Stockman.

The bride is the daughter of Mrs. J. W. Webb, and has made her home in Larned since childhood. The groom enlisted with Co. F of Larned at the time war was declared on Germany, and served in France with Headquarters Co., 137th Infantry.

Mr. and Mrs. Jarvis will make their home with the bride's mother in Larned.

They would make their home with Chleo's mother Anna Webb in the Rock House in Larned.

Ralph was age 25 and Chleo was 19.



Ralph and Chleo Jarvis – c 1919

Larned Chronoscope – December 18, 2021

Nathan Jones married Blanche Marx

Nathan Jones and Blanche Marx married August 22, 1920, in Hutchinson, Kansas.

They would make their home in Larned.

Nathan was age 28 and Blanche was 23.

Marx-Jones.

"Set out plenty of your best cigars for our friends. Married here at noon today. Will see you on return. Mr. and Mrs. Nathan L. Jones." So read the telegram received Sunday by the Barricklow Drug Co., dated at Hutchinson.

The telegram is brief but it tells of the marriage of Miss Blanche Marx, daughter of Mr. and Mrs. Ed S. Marx, and one of Great Bend's most popular young ladies—a whole soul, good hearted girl whose popularity with the

Larned Chronoscope – August 20, 1920

More towns want electricity

As other small towns around Larned witnessed the success of their neighboring towns, they wanted electricity too.

SPEARVILLE WANTS LIGHTS

Offerle Also After Service of the Pawnee Power & Water Co.

Nathan L. Jones and A. H. Lupfer last week and this addressed meetings at Spearville and Kinsley connection with the service of Pawnee Power & Water company. A meeting was held at Spearville last Friday night. For some Spearville and Offerle have wanting to connect with the line the Pawnee Power & Water company at Kinsley. At the meeting I

The Tiller and Toiler – March 1,

Jetmore Wants Electric Power.

A. H. Lupfer, Nathan L. Jones, E. E. Frizell and R. P. Schnacke attended a meeting of the Jetmore Commercial Club at Jetmore Tuesday night, at which time the matter of running an electrical power transmission line on up the Pawnee valley to Jetmore was discussed.

Ellinwood May Hook On.

Hutchinson News: Ellinwood may hook onto the Hutchinson electric power system, and get electric light and power for that city from the Hutchinson plant. The Pawnee power company, which is building the transmission system from Hutchinson westward is negotiating with Ellinwood. The proposition is for the issue \$30,000 bonds to pay for the transmission line. Jones, of Larned, is the transmission line com-

The Tiller and Toiler – April 22, 1920

The Tiller and Toiler – August 12, 1920

So there were new lines to build

As each town signed on, Ralph Jarvis and the linemen crews built transmission and distribution lines. Soon, Ralph was also traveling to the towns in advance to evaluate the work to be done and the costs involved.

Ralph and Chleo made their home with Chleo's mother Anna Webb at the Rock House. It was a good arrangement for Chleo because Ralph was often away from home.

A. H. Elmore was here from Rozel Saturday and drove home a new Michell car.

Ralph Jarvis came Saturday from Alden to spend the week end here with his wife.

Charles Grimsley went last Saturday to spend the week end with relatives.

Larned Chronoscope – January 8, 1920

We have the sheet music you want.
Rhoades-Roach Music company.

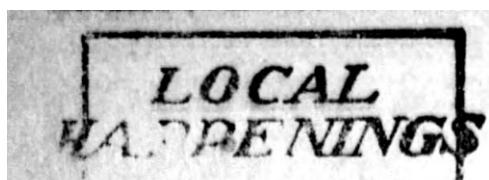
Royce Brooks left Monday for La Junta, Colo., on a business trip.

Ralph Jarvis returned Tuesday from a business trip to Jetmore.

John Edwards left Tuesday on a business trip to Wichita and Anthony.

Mrs. Fred Winchester, of Burdett.

The Tiller and Toiler – May 13, 1920



Jrvis of Abilene came Saturday home folks.

urnell of Kinsley was visiting Sunday.

The Tiller and Toiler – April 20, 1920

And there were lines to maintain

NEARLY A TORNADO

Storm in Vicinity of Rozel Last Friday Did Considerable Damage

The storm last Friday afternoon about five o'clock did considerable damage in the vicinity of Rozel, in some places taking more or less the form of a twister. The storm between the Fort and Rozel was accompanied by considerable rain, in some places an inch being reported. In the same storm only .08 of an inch of rain fell at Larned, and was accompanied by little rain.

For two miles between Rozel and Sanford many of the poles of the Pawnee Power & Water company were blown down. There had been no rain since the poles were set, so that the earth around them was not tamped down. Officials of the company stated that the poles would stand up under the wind when the earth around them was tamped down, but it is not possible to do this until there is a good general rain.

The Tiller and Toiler – September 9, 1919

SWAM THE ARKANSAS

Employes of Pawnee Power & Water Company Also Lost 3 Miles of Wire

Last week two cottonwood trees on the bank of the Arkansas this side of Garfield became undermined by the flood and toppled over dragging down the high line of the Pawnee Power & Water company. Thursday afternoon R. H. Jarvis, Charles Haley and John Kirch went up to repair the damage. With a big spool, which contained three miles of wire, they started across the river on a raft, to restrung the approximately 900 feet of wire that went out. When they got out in the stream, about three hundred feet from the bank, something in the current struck the raft, causing it to sink with the heavy spool of wire, and the three men had to swim for it. The spool of wire may be recovered after the river goes down, and it may go down the river so far it never will be found.

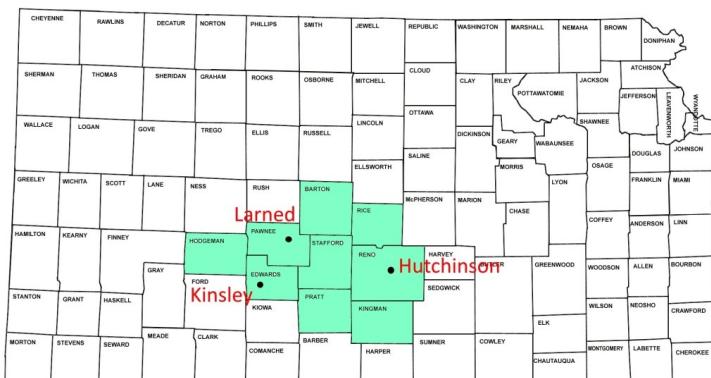
The Tiller and Toiler – June 23, 1921

The Vision Expands

Things were developing quickly in 1920. As Pawnee Power began delivering electricity, and as more towns signed on, Nathan Jones vision expanded.

He was buying electricity from the electric plants in Larned and Kinsley, but those two plants now couldn't supply the increasing demand. Jones negotiated a contract with the electric plant in Hutchinson, a modern and high capacity plant.

Buying power from Hutchinson required building more lines between Hutchinson and Larned. That's more than 65 miles. But that line could serve more towns.



Family Nibbles

Here are some excerpts from a news article in the Hutchinson Gazette.

With the completion this fall of electric transmission lines and the turning on of the current, Hutchinson will become the hub for the largest system of distributing electricity in Kansas.

Started primarily to serve farmers west of Larned along the Pawnee Valley as a power line for irrigation purposes, the system has spread out and there is universal demand from small towns for 24 hours current and power.

The transmission line "dream" has developed into a scheme for a "loop" from Hutchinson west along the Santa Fe main line to Larned, south to Kinsley and south to Turon and returning to Hutchinson along the Rock Island.

This "loop" will be the backbone of the system. With it completed, though it may require a year, it will insure all the electric current for the fifty or more towns along the line.

The man behind this scheme, which means more to the Hutchinson territory than a good wheat crop for it ensures a constant flow of water for irrigation purposes, is Nathan L. Jones, general manager of the Pawnee Water & Power Co., of Larned.

Starting two years ago as a power line at Garfield, Jones organized companies, put over bond issues, and built electric lines until today he has a corporation with properties worth \$425,000 and is serving 23 towns with current.

Hutchinson Gazette, September 20, 1920

A Trip to Kansas City

Nathan Jones had become a prominent businessman in Larned. He valued the young talent that built and operated the lines. He counted on Ralph Jarvis to take care of the daily business of construction and maintenance.

In September 1920, Jones asked Ralph and Chleo to join his new bride Blanche and him on a business and pleasure trip to Kansas City. This relationship would thrive for the next decade.

Mr. and Mrs. N. L. Jones left Friday on a trip to Kansas City.

Mr. and Mrs. Ralph Jarvis left Friday on a business and pleasure trip to Kansas City.



The Tiller and Toiler – September 30, 1920

Ralph and Chleo Jarvis – c 1920

Nibbles Extra Credit – The Roaring Twenties - Women

The Roaring Twenties are credited with the evolution of the “new woman.” Certainly, many things changed for women. But legal, cultural, economic, and sexual advancements were not equally enjoyed by all.

The right to vote



By 1920, women's suffrage had been enacted in most western European countries and Australia and New Zealand.

The National Woman's Party was a leading organization campaigning for women's right to vote. It focused on passage of a constitutional amendment ensuring women's suffrage. It was founded by Alice Paul and Lucy Burns in 1913. There were numerous other organizations fighting the same battle.



National Woman's Party picket in front of the White House in 1917.



Alice Paul celebrates ratification of the 19th Amendment – 1920

With the ratification of the 19th Amendment in 1920, women won the right. Kind of...

As usual, there are caveats. Here's the amendment language.

19th Amendment

The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.

Congress shall have power to enforce this article by appropriate legislation.

19th Amendment to the U.S. Constitution

Limitations

The amendment didn't specifically give women the right to vote. Instead, it said that the vote wouldn't be denied because of sex. In other words, other laws might prohibit voting for other reasons, like being black, Asian, Native American, and Hispanic. And southern Jim Crow practices like poll taxes and literacy tests further limited women's voting.

Voting results

Even with limitations, more than 26 million new voters could head to the polls. But women's voter turnout was about half that of men for many years. And, often, women voted the same ticket as their husbands, negating more of the advantage.

However, with about half of constituents being women, politicians began to listen to them and deal with women's issues.

Equal Rights Amendment

In 1921, Alice Paul and the National Woman's Party met with President Warren G. Harding to discuss a Constitutional amendment guaranteeing women equal rights.

The Equal Rights Amendment was introduced in Congress in 1923. It was never ratified.



Equal Rights Amendment rally – 1923

Working Women



Woman typist – 1921

World War I produced significant changes in the lives of working women. During the war, women took jobs that had historically been male-dominated, sometimes for the same wage and alongside male workers.



The end of the war reduced these jobs, but women realized they could work in factory jobs. Black women, who had been denied jobs in industry, found low-wage jobs here during the war.

After the war, many women gave up their wartime jobs and returned home. But they had a newfound sense of empowerment and independence.

In 1920, women composed about 23% of the workforce. This rose to 27% during the decade of the 20s. Today, women comprise half of the workforce. Women worked in white-collar jobs and as factory workers. But 1/3 of women worked in low-paying domestic or farm jobs.

Cultural mores

During the 20s, women had more access to education and to news and information. This, too, increased their sense of worth and independence. For those lucky enough to be on the middle or upper rungs of the economic ladder, that sense of empowerment could be manifested.

Women could smoke. In public.



Noël Coward and Gertrude Lawrence in Coward's
Private Lives

Women could drink. In public. Prohibition had changed the venue of public drinking. Before, the saloon was the domain of the male drinker. Women didn't visit the saloon. But with saloons closed, public drinking moved to speakeasies and private clubs and homes. Women were welcome.

Sexuality

Most women were still conservative. But the 20s liberated many young middle and upper class women to stake a claim to their own bodies and become more sexually liberated. And they could publish and read a more liberal menu of literature.

Advertising

Before the war, most purchasers were men. Now, in the 20s, there was an explosion of consumer goods, many of which were used in the home. Women had the say in purchasing an iron or vacuum or washing machine.

Advertisers exploited the new buying power of women. Ads promoted new freedoms of the modern woman.



Royal Electric Vacuum Cleaner – 1920

Home Life 1920, 1921

Ralph and Chleo made their home with Chleo's mother, Anna Webb. They lived in the Rock House.



The Rock House, 219 Kansas Street, Larned, Kansas

Ralph was working out of town most weeks but came home to Larned on weekends. He and Chleo enjoyed social life when they could. During the week, Chleo and Anna were working at the Ideal Steam Laundry.



Ben's girlfriend, Ralph Jarvis, Ben Sooby, Chleo Jarvis – c 1919



Chleo and Ralph Jarvis – c 1920

There were lots of Chleo's relatives nearby for visiting. Whether crocheting, sewing, or just visiting, life was small-town Larned.

meeting between Mrs. Morris and Mrs. Will Brannon of this city in twenty-two years. The ladies are cousins.

The New Royal crochet club, which has just been formed, had its first meeting with Mrs. Maude Dorst last Thursday and will meet next Thursday with Mrs. Anna Webb.

The Filet club met on Monday evening at the home of Mrs. W. A. Thompson and spent the evening. The event was in the form of a surprise.

Mrs. L. C. Winkler has issued invitations to a dinner party for Friday evening.

The Royal Sewing club will meet with Mrs. Bryan Avery Thursday evening. They met with Mrs. Ralph Jarvis last Thursday and all reported an enjoyable time in spite of the rain.

Mrs. Ed Doerr entertained the young ladies of the Circle division of

The Tiller and Toiler – August 21, 1920

The Tiller and Toiler – October 28, 1920

On weekends, Ralph had time for social activities too. He played on the Larned American Legion football team.

LARNED CHRONOSCOPE

WOLCOTT & CHRISTY.
Harry H. Wolcott. Lynn M. Christy

THURSDAY, OCTOBER 28, 1920

AMERICAN LEGION NOTES

Larned Legion Football Game.
At last, after a period of fifteen years, Larned is now enabled to take pleasure and pride in a real football team. The Walter S. Chears Post of Larned has demonstrated that clean amateur football can be a source of pleasure and profit. The local post is indebted to the Larned Business Men's Association for their financial cooperation in making the team possible through a donation of the football equipment.

The first game of the season was played at Cimarron and resulted in a loss to Larned by a score of 14 to 0. That game was played under considerable difficulty, as it was hard to get a team in shape for such a strenuous game on such short notice. The second game, played at Larned two weeks ago, was with Hoisington, and Larned demonstrated the effects of intensive training by capturing the contest with the top heavy score of 30 to 0.

The Larned team line-up for the game was as follows:
 Center, Fred Evans.
 Right guard, Boyd Eiffert.
~~Left guard, "Blackie" Jarvis.~~
 Right tackle, Jake Coleson.
 Left tackle, "Arsenic" Williamson.
 Right end, Chet Webb.
 Left end, Bill Kenoyer.
 Right half, Jim Miller.
 Left half, Don Hare.
 Full back, Wylie Compton.
 Quarter back, Glen Augustus.
 Substitutes—Left guard, "Alabama" Taylor; right half, Jack Kennedy.

Larned Chronoscope – October 28, 1920

A son is born

Melvin Leroy Jarvis was born at 5 pm Friday, April 29, 1921, to Ralph and Chleo Jarvis at the Rock House in Larned.

In 1921, Ralph was age 27 and Chleo was 21.



Miss Florence Smith went to Lewis Friday to visit relatives over the weekend.

Mr. and Mrs. Ralph Jarvis are the parents of a son, born Friday, April 29th.

See D. A. Ely for farm loans. Lowest rate, prompt service.

Tom Knight returned Sunday from an extended business trip through Missouri.

Mr. and Mrs. Ralph Jarvis are the parents of an eight pound boy born Friday, April 29th.

Miss Mary Cook and Miss Louise Bauer visited friends in Kinsley Sunday.

Larned Chronoscope – May 5, 1921

The Tiller and Toiler – May 5, 1921

What's in a name?

Melvin Leroy Jarvis.

The first name Melvin may have come from Ralph's cousin Melvin Jarvis, who was 8 years older than Ralph and had died at age 21 in Rising Sun, Indiana.

I think the middle name Leroy may have come from Nathan Jones' middle name Leroy.

Neither Melvin nor Leroy were the most popular baby names of 1921. Honors went to Mary and John.



Melvin Jarvis 1887-1903

All names for 1921: Official U.S. list		
RANK	GIRLS	BOYS
1	Mary	John
2	Dorothy	Robert
3	Helen	William
4	Margaret	James
5	Ruth	Charles
6	Virginia	George
7	Mildred	Joseph
8	Betty	Edward
9	Frances	Frank
10	Elizabeth	Richard

Top 10 baby names for 1921

50	June	Leo
51	Norma	Andrew
52	Emma	Russell
53	Ann	Melvin
54	Sarah	Edwin
55	Elsie	Leroy

Melvin was No. 53 – Leroy was No. 55



Melvin Leroy Jarvis and mother Chleo – c 1921

Nibbles Extra Credit – The Roaring Twenties - Fashion

In the 1920s, women could be arrested and fined for exposing too much skin.



Atlantic City police officer measures the distance to hem

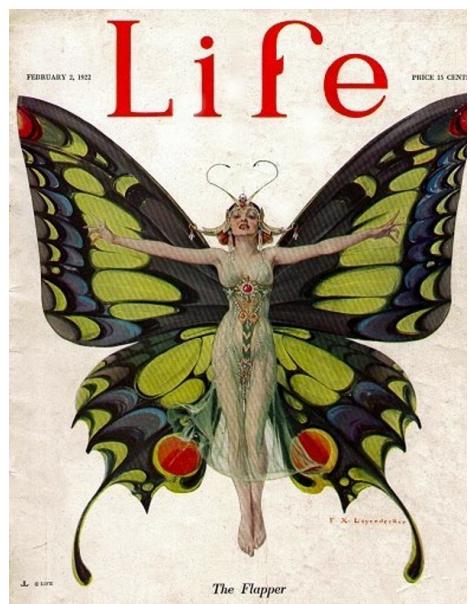
The Flapper

Before the Roaring Twenties, women wore floor-length dresses. Waists were cinched. Arms and legs were covered. Corsets were standard. Hair was long.

The History of the Flapper

The 20s changed all that. The “new woman” of the 1920s, typically white and middle- or upper-class, rejected those Victorian norms.

Labeled “flappers” for their shockingly short skirts and shifts, these women wore makeup and sheer pantyhose. They exposed arms and legs. They threw away their corsets. They danced and drank and smoked. They voted.



The Flapper,” F.A. Leyendecker, LIFE Magazine, February 1922

“Where There’s Smoke There’s Fire” – Russell Patterson

Family Nibbles

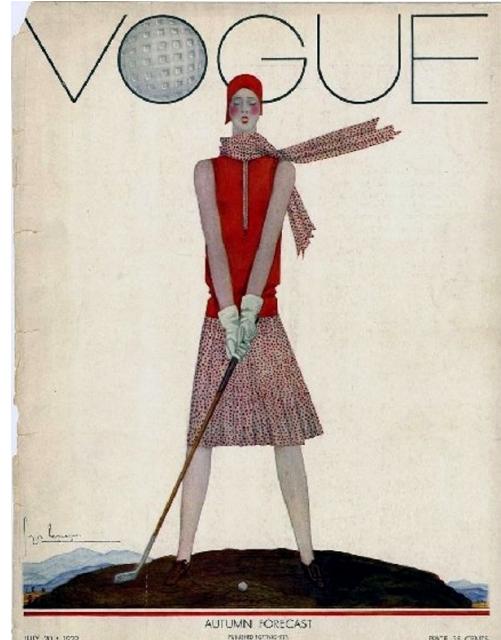


Evening dress

The dress length went from floor to knee length, becoming bold and seductive.

The fashion for women was all about getting loose. Women wore dresses all day, every day. Day dresses had a drop waist, which was a sash or belt around the low waist or hip and a skirt that hung anywhere from the ankle on up to the knee.

1920s In Western Fashion



Georges Lepape, Vogue Cover, July 1929

The flapper dress was a mixture of wearable, comfortable, and elegant. It was designed for an active and independent lifestyle.

A First Lady's dress

Here's a flapper dress worn by First Lady Grace Coolidge in the collections of the National Museum of American History.
(NMAH, gift of Lillian Rogers Parks)



Rayon

Rayon was the miracle fabric of the day. Made from cellulose fiber, rayon became the rage in 1920s fashion. Artificial silk, rayon could be used to simulate silk, but was much more affordable. It could be silky, shiny, or shimmery.



Rayon fashion clothing – 1920s

Hairstyle

The hairstyle of choice was the “bob,” which had several variations.

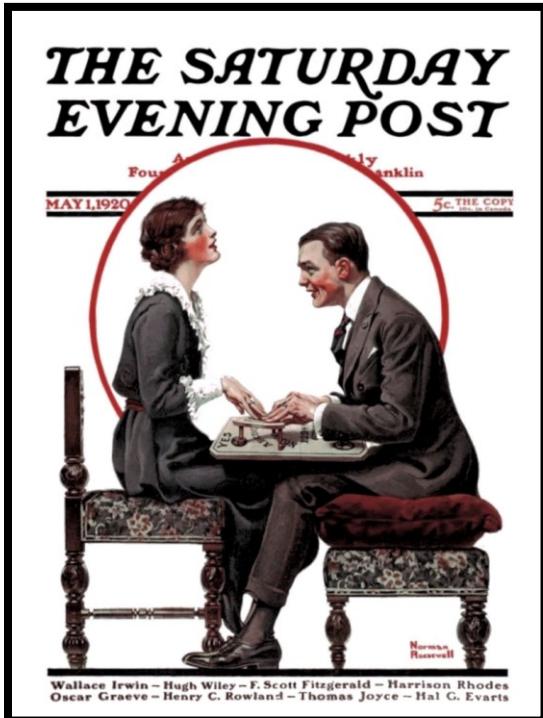


The “bob” haircut

Family Nibbles

The May 1, 1920, issue of *The Saturday Evening Post* was the first time Fitzgerald's name appeared on the cover. Fitzgerald's short story *Bernice Bobs Her Hair* appeared in this issue.

Cosmetics



BERNICE BOBS HER HAIR

by
F. Scott Fitzgerald

After dark on Saturday night one could stand on the first tee of the golf-course and see the country-club windows as a yellow expanse over a very black and wavy ocean. The waves of this ocean, so to speak, were the heads of many curious caddies, a few of the more ingenious chauffeurs, the golf professional's deaf sister—and there were usually several stray, diffident waves who might have rolled inside had they so desired. This was the gallery.

The balcony was inside. It consisted of the circle of wicker chairs that lined the wall of the combination clubroom and ballroom. At these Saturday-night dances it was largely feminine; a great babel of middle-aged ladies with sharp eyes and icy hearts behind lorgnettes and large bosoms. The main function of the balcony was critical. It occasionally showed grudging admiration, but never approval, for it is well known among ladies over thirty-five that when the younger set dance in the summer-time it is with the very worst intentions in the world, and if they are not bombarded with stony eyes stray couples will dance weird barbaric interludes in the corners, and the more popular, more dangerous, girls will sometimes be kissed in the parked limousines of unsuspecting dowagers.

But, after all, this critical circle is not close enough to the

Before the 20s, cosmetics were associated with prostitution. But in the 1920s makeup became quite popular.



Clara Bowe, actress – 1927



Norma Talmadge, actress – 1920

Accessories

Together with the first trousers, flapper dresses, and bobbed hair came high-heeled shoes, hats, and fancy jewelry. Various shoes were fashionable such as the low-heeled “finale hopper” shoes and the high overshoes, as well as galoshes.

What Was It Like in the Roaring Twenties in Art and Fashion?



Putting it all together – flapper dresses, shoes, hats, jewelry, makeup, and attitude

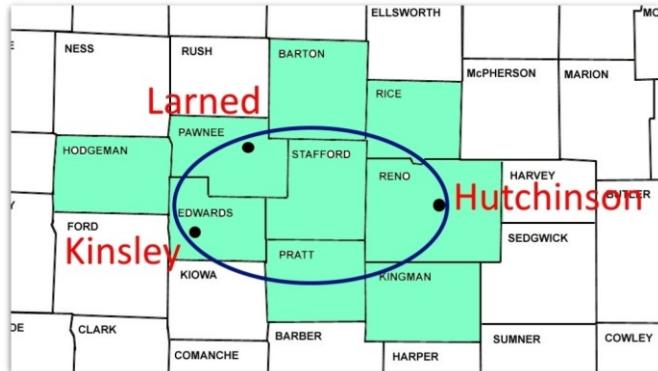
Timeline - 1921

Year	Event
1921	The first Lowe's store opens in North Wilkesboro, North Carolina.
1921	Ralph E Cheney receives medical degree from St. Louis University
1921	Ralph Cheney and Emily Maninger marry February 3 in Waterloo, Illinois
1921	Melvin L Jarvis (G) born to Ralph and Chleo in rock house in Larned, Kansas
1921	Mary M Cheney (G) born to Ralph and Emily Cheney in Salina, Kansas
1921	US imposes a quota system on immigrants
1921	Harold Arlin announces first radio baseball game, Pirates-Phillies, on KDKA
1921	Margaret Gorman wins first Miss America pageant in Atlantic City, NJ
1921	CL Brown and United Power take over Pawnee Power and Water
1921	Ralph Jarvis and Nathan Jones go to work for CL Brown and United Power
1921	Franklin Roosevelt's paralytic illness strikes on Campobello Island vacation
1921	White Castle hamburgers opens in Wichita, Kansas

A United Takeover

The vision was a huge loop of transmission lines from Hutchinson to Larned to Kinsley to Turon and back to Hutchinson. It was the most ambitious plan for electrical distribution in Kansas.

The loop was progressing, but more money was needed



Work progressed under the direction of Ralph Jarvis throughout the fall of 1920 and the early months of 1921. Nathan Jones was the tireless promoter of the vision. He was in the news every few days.

But the 65 mile line from Hutchinson through Lyons to Larned required a big investment. Jones sold and promoted, but the capital was slow to come. The loop couldn't be "turned on" until this critical part was finished. And supplies and power poles and wire were in short supply. Electrical transmission was booming across the US, and materials were hard to get.

United Light & Power takes over

It was in this environment that the owner of the Hutchinson Electric plant proposed joining forces. C.L. Brown of Abilene had built a group of companies like those of Nathan Jones. Brown and his United Light and Power Company provided electricity to towns in north central Kansas, including Abilene, Gypsum, Manhattan, and Junction City.

United also owned the large and modern electric plant in Hutchinson that was going to supply Jones' power loop. It made sense that some sort of joint effort would ensure the success of the project.

United Light and Power would merge and take over the Pawnee Power and Water Company.

Pawnee shareholders would get United stock. Pawnee creditors would be paid by United.

MERGER PROGRESSING

900 of 1600 Shares of Common Stock of Pawnee Power & Water Company Turned In

Progress in the direction of fulfilling the conditions of C. L. Brown of Abilene, Kansas, in connection with his proposition to take over the Pawnee Power & Water company, has been made during the last week.

The office of the company will continue to be maintained in Larned, the same as heretofore, Nathan L. Jones said this week. Mr. Jones is under contract to remain with Mr. Brown for one year. The business will be conducted from Larned as heretofore, and the company will continue to be known as the Pawnee Power & Water company. The United Light & Power system is the holding organization for thirteen corporations, and the Pawnee Power & Water company merely will become one of them.

The Tiller and Toiler – August 4, 1921

Nathan Jones contract

Nathan Jones would be under contract to work for C.L. Brown for one year.

Nathan Jones' vision would be completed by others. But he was leaving with a high regard from his community and investors and directors. He had evangelized his vision of electricity for small towns and for irrigation, and he had delivered.

Kind Words for Mr. Jones

The Great Bend Tribune, speaking of the Pawnee Power & Water company, makes the following kindly reference to Nathan L. Jones, the promoter:

This project is one of the largest of the kind in the state of Kansas, and its completion is a matter of great importance to many towns and a large territory will be served by this transmission line. Nathan L. Jones, who has carried forward this project thus far, received many complimentary words from those present for the able manner in which he has handled the affairs of the company, conditions over which he had no control alone having defeated the full realization of his plans for this project. R. L. Hamilton of Claflin, Mr. Isern of Raymond, E. J. Westgate of Macksville, and others spoke of their high regard for him and his fidelity to the interests of the stockholders of the company in his fight to carry it.

The Tiller and Toiler - August 4, 1921

Six years after his first transmission line, and four years after he contracted to supply electricity to Garfield, Nathan Jones sold out to C.L. Brown and United. He was a wealthy man.

Jones was still a director for Pawnee Power.

In January 1922, Nathan Jones moved his family from Larned to Abilene to work for C.L. Brown.

Closing Deal for Power Line.

The negotiations for the purchase of the controlling interest in the Pawnee Power & Water Co. by the C. L. Brown interests of Abilene are being concluded, and it is believed that the deal will be completed this week.

The engineering corps of the Brown company was here this week, four engineers going over the property of the company here. N. L. Jones, manager of the local power line, is in Abilene today closing up the deal. All the terms of the escrow have been carried out by the Pawnee Power & Water Co., and everything is ready for a settlement.

When the deal is completed, Mr. Brown will begin work at once completing the transmission line from Larned to Hutchinson, and stated that he would finish the work in sixty days. The work will be done by the Pioneer Engineering & Construction Co., a Brown company, and Ralph Jarvis of Larned will be in charge of the work.

What did the merger mean for Ralph Jarvis?

Ralph transferred to work for C.L. Brown's Pioneer Engineering and Construction Company. He would continue to oversee the completion of the line from Hutchinson to Larned.

Larned Chronoscope - October 6, 1921

During the fall of 1921, Ralph was supervising the Hutchinson-to- Larned line. He was in Hutchinson most weeks.

More responsibility for Ralph Jarvis

“Blackie” Jarvis was in town yesterday from Larned. At Larned they don’t call him “Blackie.” He’s Superintendent Jarvis of the telephone company. But three years ago this fall he was Corporal “Blackie” Jarvis, signal platoon, 137th Infantry, and he was stringing telephone wires under shellfire in the Argonne thickets.— Hutchinson News.

Larned Chronoscope – August 11, 1921

Ralph Jarvis was superintendent of construction for Pioneer Engineering and Construction Company. Nathan Jones was general manager. Jones’ responsibility was finding and evaluating new acquisitions, then calling on Ralph to build what was needed for each.

For example, Jones worked on a hydroelectric project near Georgetown, Colorado, then sent Ralph to oversee the construction.

C.L. Brown’s legacy

C.L. Brown started years earlier than Nathan Jones. Certainly Jones learned many of his later business practices and philosophies from Brown.

In 1898, he started Abilene Electric Light Works with his father. Jacob Brown’s grist mill was converted to be a source of Abilene’s electric power. This company grew and grew, eventually becoming the United Power and Light Company in 1924.

Due to the success of his electric company, Brown decided to build a local telephone company just one year after Abilene Electric Light Works was formed. Brown later chartered the Brown Telephone Company in 1902.

C.L. Brown and His Effect on Abilene – Dickinson County Historical Society



C.L. Brown

Brown built himself a large empire of companies throughout the early 1900s. There were a total of 85 companies within the Brown empire including: Brown Telephone Co., United Power and Light Co., Clear Creek Power and Development Co., Sunflower Shoe Stores Co., United Aero Co., United Life Building Inc., United Insurance Co., Sunflower Hotel Co., United Oil and Refining Co., United Pipeline Co., United Grocery Store Co. (Piggly-Wiggly Stores), and Beach Oil Co.

C.L. Brown and His Effect on Abilene – Dickinson County Historical Society



Brown Telephone Company – Abilene, Kansas

United Power and Light was one of the companies that became Kansas Power and Light, later Westar, and today Evergy. Brown Telephone became United Telephone and later Sprint.

C.L. Brown was also a great philanthropist and donated many public works and funds to Abilene.

He promoted thrift and required all employees to save 10% of their pay. I think the experience of working for C.L. Brown was beneficial to both Nathan Jones and Ralph Jarvis.

Here's a short video about C.L. Brown.

<https://www.humanitieskansas.org/get-involved/kansas-stories/people/c-l-brown-and-kansas-independent-telephony>

Nibbles Extra Credit – The Roaring Twenties - Infrastructure Roads

The 1920s were the Golden Age of road building. More specifically, the 20s were the age of road paving.

At the beginning of the decade, the US already had many miles of roads. But very few miles were hard-surfaced and suitable for automobile and truck traffic. Outside cities, roads were dirt or gravel.



Kansas road - 1920

Only a few hundred miles of roads in the entire country were suitable for motor vehicles.

Automobiles for everyone

The widespread use of automobiles spawned the paving of roads. By 1920, the price of a Model T had dropped from \$890 to \$250. Everyone could afford one.



Jim Webb and Model T – c 1920

Transcontinental Motor Convoy

In summer 1919, the US military ordered a cross-country convoy to evaluate the condition of roads for moving troops and equipment across the US. Led by a young Lt. Col. Dwight D. Eisenhower, the convoy consisted of 81 Army vehicles and 280 troops.

By August, the convoy was heading west across Nebraska. On August 5, west of North Platte, the log noted that many of the trucks had to be pulled through a 200-yard stretch of quicksand, resulting in a 7 hour delay.



Transcontinental Motor Convoy – Wyoming – 1919

On August 8, it took 11 hours to travel from Kimball, Nebraska to Cheyenne, Wyoming, a trip that takes an hour today.

The convoy covered 3,251 miles in 62 days. The convoy was the impetus for the Federal Highway Act of 1921 and was a motivator years later for Eisenhower as president to call for the Interstate Highway System.

A rush to pave

In 1921, the Federal Highway Act earmarked millions of dollars to help states pay for road construction. In return, each state would designate 7% of its roads to be linked with those of other states, a national highway system.



Road construction – 158th and Metcalf, Stillwell, Kansas – 1926

At the state level, gas taxes were introduced. These provided a huge revenue stream for road construction.

All this paving caused a shortage of contractors, equipment, concrete, and bricks.

In the 1920s, the numbering system for U.S. highways began.

Support services

The road network's expanding traffic demanded support service, like gas stations, garages, campgrounds, motels, and restaurants. The number of gas stations in the U.S. exploded between 1921 and 1929, from 12,000 to 143,000.



Short Line Gas Station – 198th and Metcalf, Stillwell, Kansas – 1925



Highway numbering – US 40 – 1926

Traffic signs and lights

By the 1920s, accidents were frequent, and many people were killed or injured every year on the roads and highways. In 1924, there were 23,600 deaths due to auto accidents, 700,000 injuries, and more than \$1 billion in property damage.

The first permanent installation of a red and green traffic control light—again based on railroad practices—occurred in Cleveland in 1914; in 1917 traffic lights in Detroit added a yellow caution light. The first red stop sign—or “boulevard stop”—was used in Detroit in 1914

The Automobile Shapes the City



Pedestal type three lamp traffic light of the type used in Detroit in the 1920's

Electricity

As the automobile drove the boom in road infrastructure, new consumer appliances and lighting powered a boom in electrification.

The number of homes with electricity doubled during the Roaring Twenties. People wanted electric lights. People wanted refrigerators, vacuums, and washing machines. People wanted radios.

Everybody has electricity

No, not yet.

While many in cities had access to the electric grid in 1920, small towns and farms in rural America were still dark. In the 1920 census, half the population still lived on farms or in towns of less than 2,500. Most didn't have electricity.

During the 15 year period between 1912 and 1927, while the population of the United States was increasing 24%, the amount of electricity used increased 626%; the number of customers increased 465%; and the number of people living in electrically wired homes increased 520%.

The Parade – November 1930 – Public Utility Investment Company

Stories of Our Jarvis Ancestors 1920-1938

Year	Percentage of dwelling units with electric service		
	All dwellings	Farm	Urban and rural nonfarm
	71	72	73
1930 1930	68.2	10.4	84.8
1929	67.9	9.2	
1928	65.0	7.8	
1927	68.1	5.9	
1926	57.9	4.8	
1925	58.2	8.9	69.4
1924	48.6	3.5	
1923	44.2	3.0	
1922	40.0	2.6	
1921	37.8	2.0	
1920 1920	84.7	1.6	47.4
1917	24.3		
1912	15.9		
1907	8.0		
1902			

By 1930, 10.4% of farms and 84.8% of non-farm dwellings have electricity

In 1920, 1.6% of farms and 47.4 % of non-farm dwellings have electricity

We are witnessing the crazy-fast spread of electrification through the stories of Nathan Jones and Ralph Jarvis. Similar stories were playing out all over the country during the 20s.

Municipal vs. privately-owned utilities

Recall that Larned, Kansas had voted to build and operate its own electric plant. That was a municipal-owned utility. When Nathan Jones organized Western Sumner Light and Power, that was a privately-owned utility where the shareholders own the utility.

Net Production of Electric Energy, by Class of Ownership [In millions of kilowatt-hours]						
Year	Electric utilities					
	Total	Privately owned	Publicly owned			Other ¹
			Municipal	Federal	Other	
1930 1930	91,112	86,109	8,404	465	984	
1929	92,180	87,614	3,497	800	869	
1928	82,794	78,207	3,245	354	986	
1927	75,418	70,920	3,051	668	779	
1926	69,353	66,480	2,852	518	525	
1925	61,451	58,685	2,802	108	361	
1924	54,662	52,315	1,940	58	349	
1923	51,229	49,044	1,852	68	270	
1922	45,682	41,860	1,837	58	280	
1921	37,180	35,456	1,422	62	250	
1920 1920	39,406	37,716	1,878	59	257	
1917	25,488	24,899	1,089			
1912	11,569	11,082	567			
1907	5,682	5,578	104			
1902	2,007	2,011	196			

In 1930, privately-owned utilities generated 95% of all electricity, municipal utilities generated 5%

In 1920, privately-owned utilities generated 96% of all electricity, municipal utilities generated 4%

Electricity generation by class of ownership – 1920-1930

It's interesting to see that private utility companies generated about 96% of all electricity in the US in 1920. In 1930, the percentages remained the same. While municipal-owned utility power generation increased in absolute numbers, the amount is small compared to the amount generated by private utility companies.

Electricity also provided a cheap, efficient source of power for factories. Industry began switching from coal to electricity.

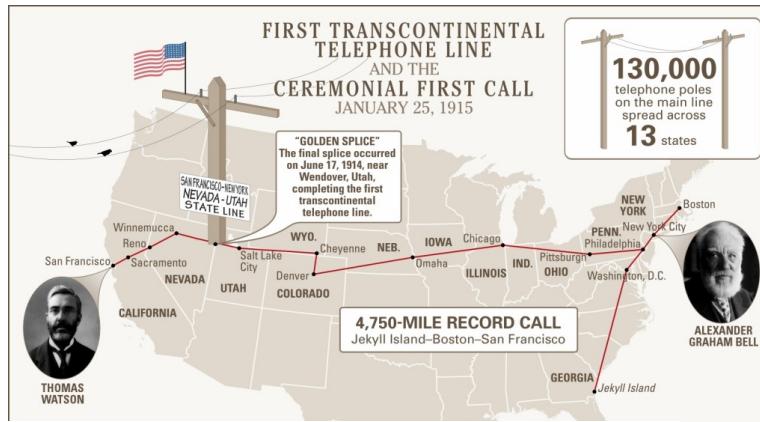
Electricity helped make mass production possible. It's said the electricity helped decrease the production time of a Model T from a half-day in 1920 to 93 minutes by mid-decade.

Telephone lines

Another big infrastructure boom was building telephone lines between towns.

Telephones were common in households in 1920. Most telephone companies were local, operating in one town. The 1920s saw the expansion of “long distance” calling between towns and cities.

In 1915, AT&T completed the first transcontinental telephone line. The transcontinental path had 130,000 telephone poles and 2,500 tons of copper wire.



1st transcontinental long distance call – 1915

Alexander Graham Bell made the first transcontinental call from New York City, speaking to Thomas Watson in San Francisco. Watson had worked for Bell for decades and was famous as a party on the very first telephone call. The call from New York to San Francisco involved five intermediary telephone operators and took 23 minutes to connect.

Initially, AT&T wouldn't let local telephone exchanges connect to their long distance lines. In 1923, Congress stepped in and allowed the small exchanges to connect to AT&T's lines. That kicked off a boom in line construction to connect every local exchange with a long distance line.

By the mid-1920s long distance lines connected every part of the United States.



Cassville, Wisconsin – Electric and telephone wires, autos and roads – 1921

Indoor plumbing

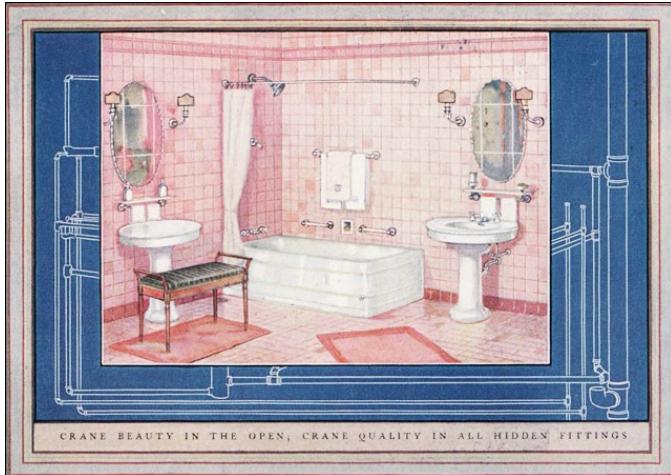
Toilets weren't new. Water supply wasn't new. But they couldn't hit mainstream America without the underlying infrastructure.

The 1920, water and sewer system installations expanded rapidly. Cities and large towns embarked on construction of massive piping systems.



Installing clay sewer pipe – 1920s

With water and sewer infrastructure, both new and existing homes could install kitchen sinks and bathrooms. By the mid-1920s, most new houses were built with a bathroom



Crane bathroom ad – 1924

Timeline - 1922

Year	Event
1922	Cozy Inn hamburgers opens in Salina, Kansas
1922	Readers' Digest is founded
1922	Construction begins on Yankee Stadium, "the house that Ruth built"
1922	Howard Carter discovers King Tut's tomb in the Valley of the Kings, Egypt
1922	Benito Mussolini marches on Rome, forms Fascist government
1922	In Washington, D.C., the Lincoln Memorial is dedicated
1922	A 20-ton meteorite lands near Blackstone, Virginia
1922	Union of Soviet Socialist Republics USSR created
1922	Ralph Jarvis and Nathan Jones in Georgetown Colorado for CL Brown
1922	The California grizzly bear is hunted to extinction
1922	Rebecca Latimer Felton of Georgia becomes first female US Senator

Home Life 1922, 1923

It was good that Chleo Jarvis lived in her mother's household. They got along well. Anna had a daughter and grandchild at home, and Chleo had help raising Melvin.

In 1922, Ralph was age 28 and Chleo was 22.

Melvin "Mac" Jarvis

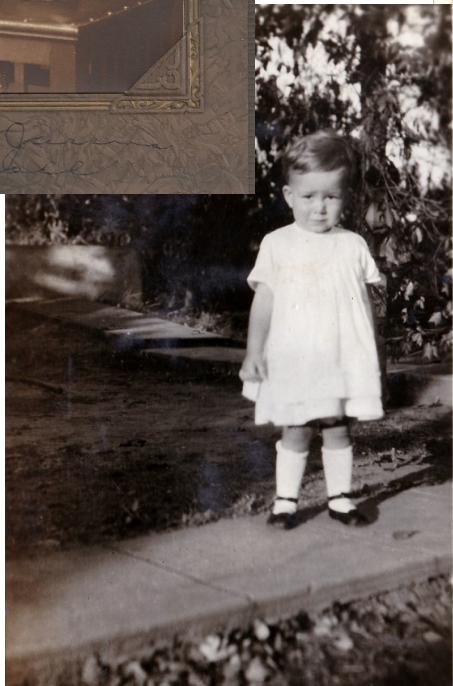


Mel "Mac" Jarvis – age
1 – 1922

Chleo and Ralph called him "Mac." He turned one year old in April 1922.



Anna Webb and Mel Jarvis – c 1921



More travel for Ralph Jarvis

Ralph was spending more time in Abilene and more time traveling to projects farther away from Larned. He did his best to be home every weekend.

Ralph Jarvis came Saturday from Abilene to visit relatives here over the week end.

Ralph Jarvis came Friday from Abilene to spend the week end here with his family.

Ralph Jarvis came Friday from Abilene to visit over the week end with his family.

Ralph Jarvis visits Larned from Abilene most weekends – Larned Chronoscope articles, April, May, June 1922

Anna Webb's birthday

In October 1922, Anna Webb celebrated her 55th birthday. She was born in Archbold, Ohio on October 19, 1867.

Mrs. Tom Sooby entertained at a family dinner party last Thursday noon in celebration of her own and her mother's, Mrs. Anna Webb's, birthday anniversary.

Larned Chronoscope – October 26, 1922

Her daughter Mae Webb Sooby had been born on the same date in 1889. She celebrated her 33rd.

Myrtle Webb Worrell died

Anna Webb's second oldest daughter Myrtle Ray Webb Worrell died August 8, 1921. She had been born in 1893 on the Westcott Ranch south of Solomon, Kansas.



In Memoriam.
In memory of Myrtle R. Worrel,
who passed away August 8, 1921:
The stars are dimly shining
Upon the lonely grave,
Where sleepest without waking
One we loved but could not save.
Sweet and peaceful be thy rest;
Forget you we can never;
God calls thee—He knows best,
His will be done forever.

Mrs. Anna M. Webb.
Mrs. Mae Sooby.
Mrs. Laura Baxter.
Mrs. Chleo Jarvis.
Mrs. Jams Webb.

Larned Chronoscope – August 10, 1922 - Mae, Laura, Chleo, and James are Myrtle's siblings.

Donald Clair Jarvis

Donald Clair Jarvis was born on October 6, 1923, to Chleo and Ralph Jarvis at the Rock House in Larned.



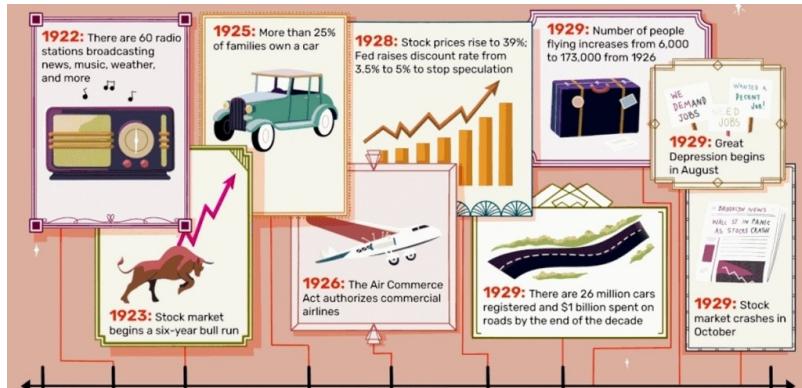
Donald Clair Jarvis – age 6 months – with Anna Webb – 1924

Nibbles Extra Credit – The Roaring Twenties - Economy

After World War I, there was a sharp recession, caused in part by declining demand for American agricultural goods in Europe. The 1918 flu pandemic contributed.

But by 1920, the recession was over. Driven by deferred spending, a boom in construction and rapid growth of consumer goods such as automobiles and electricity, the economy boomed. The economy grew 42% during the 20s.

In 1920, for the first time, more people lived in cities than on farms. They went to work in mass-production factories. The Great Migration brought southern Blacks to the factories in the north. People had paychecks. They bought consumer goods.



Widespread prosperity

The number of people filing income tax returns for earning more than \$1 million a year rose from 65 to 513.

Among the big winners included owners of new industries, such as the chemical, electrical and automobile industries.

Work

Henry Ford made major contributions to the way work was done. He introduced the 8 hour workday and the 5-day work week, both revolutionary concepts. He introduced a standard wage – \$5 per day, double the going rate.



Workers line up at Ford for jobs at \$5 per day, double the normal rate of \$2.34

Some people now had a predictable work schedule, and a regular paycheck. They had leisure time, and perhaps extra money to buy a car or consumer goods.

But not everyone worked in mass production factories. The most common job was still farmer, followed by retail and office workers, teachers, tradesmen, etc. Most of these jobs still had low pay.



Businesses made huge profits.

Gross national product grew 40 percent between 1922 and 1929. Technology, led by electricity and the advent of the assembly line, led to a manufacturing boom. A Model T took 93 minutes to build instead of half day. By 1929, 20% of Americans owned an automobile.

Ford, Chrysler and General Motors accounted for 12.7% of all revenues in the US and employed 7% of all factory workers.

J C Penney, who had a few hundred stores in 1920, expanded his empire dramatically. He opened his 500th store in 1924 and by the end of the decade, he had 1,000.

People invested

Many companies needed capital to expand. They often preferred to raise that capital by selling stock or bonds on the stock market.

For the first time, middle class people could invest by buying company shares or bonds. They were promised growth and dividends for their investment, and the promises delivered.

By the mid-1920s, people bought the shares "on margin", paying 10 per cent of the value and borrowing the rest. Thus, a small investment could leverage a large return.



The New York Times – July 15, 1928

Income Inequality

Like always, there were winners and losers. More than 60 per cent of Americans lived just below the poverty line.

Income inequality reached staggering rates. The wealthy and middle class profited.

The incomes of the top 1% of Americans increased by 75% during the decade. The incomes of the remaining 99% increased by 9%. By the end of the '20s, the top one percent of U.S. families had more wealth than 22 percent of the population.



"Getting Ahead of the Band Wagon!"
Los Angeles Times, 1928

Farmers suffered. They had been the mainstay of American life and the economy for generations. Now, in 1920, they needed machinery to compete, but couldn't afford it on the scale of the family farm. Small farms lost their viability.

Workers on farms and in small towns didn't share equally in the robust economy. This was the start of a trend that would last for many decades.

Coal mining was beginning to stagnate. Before the 20th century, coal ran the economy. Now, in the 1920s, electricity was replacing coal as the power of choice.

Generally, groups such as farmers, black Americans, immigrants, workers in the traditional industries and working class women did not enjoy the prosperity of the 'Roaring Twenties'.

U.S. Leadership

The US became the richest country in the world and had the largest total GDP. Its industry was becoming based on mass production and consumerism.



Timeline – 1923

Year	Event
1923	Women show legs, wear pants and fleshtone stockings, rouge lipstick
1923	Oklahoma outlaws the theory of evolution in public school textbooks
1923	President Harding dies, succeeded by Calvin Coolidge
1923	Donald C Jarvis born to Ralph and Chleo in Larned Kansas
1923	Time Magazine published for the first time
1923	George Gershwin publishes Rhapsody in Blue
1923	Insulin is mass-produced for the treatment of diabetes
1923	Yankee Stadium opens its doors in the Bronx, New York City
1923	Boardwalk at Coney Island officially opened
1923	Roy and Walt Disney found The Walt Disney Company

The States Power Company

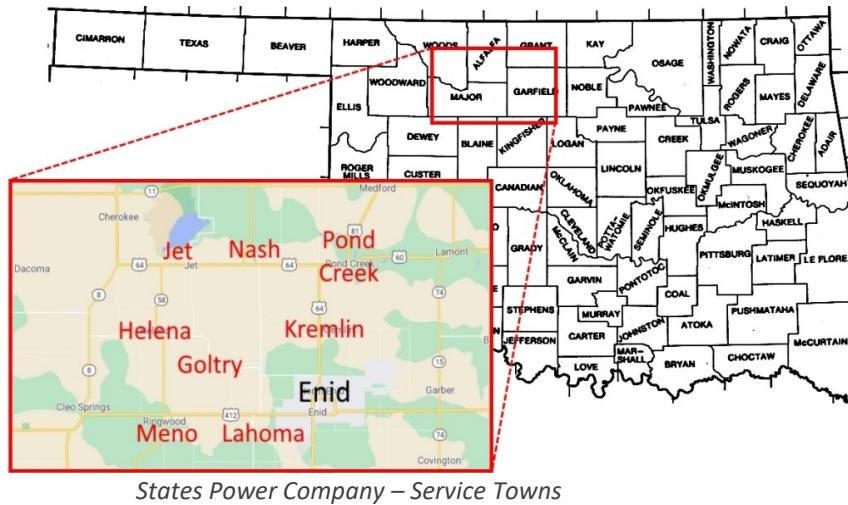
By January 1924, Pawnee Power and Water Company and all the other C.L. Brown companies were merged into United Light and Power Company.



Nathan Jones had risen to assistant treasurer, and Ralph Jarvis had moved up to head the construction division.

But there was an opportunity in Oklahoma.

The States Power Company had been organized by John D. Bomford and had contracted to supply transmission lines and electricity to nine towns in north central Oklahoma.



Bomford had failed to perform. Some towns didn't yet have the transmission lines. Those that did had spotty electrical service, and the company gave poor customer service.

Opportunity knocks

Robert Johnston of Oklahoma City proposed taking over the failed company. He wanted Jones to help him organize the deal.

Nathan Jones had contracted to work for C.L. Brown for one year. Now that year was over. Jones quit his position.

Bomford was happy to rid himself of States Power. Nathan Jones was appointed trustee of States Power to audit its finances and equipment.

Jones talked Ralph Jarvis into joining him. Ralph quit C.L. Brown and followed Nathan Jones.

Jones would do the financial audit, and Jarvis would audit the lines and equipment.

As Trustee, Jones was effectively running the States Power Company. He began a program to fix and upgrade the lines. Ralph Jarvis oversaw the work.

It was a great PR move. The improvements were quickly noticed.

Repairing High Line

A force of men have been in Jet this week overhauling the light wires and have already made a vast improvement in the looks of the street. A number of dead wires and old poles have been removed and others put in good shape. It is hoped they will continue the work until the entire system in the town is put in order.

We understand the management of the high line has been placed in the hands of Nathan L. Jones as trustee and an effort will be made to build up the line and put it in shape to give good service—something every user of juice has been praying for.

The Jet Visitor – June 5, 1924

Notice

For the purpose of completing the audit of the States Power Company we want to know all creditors of:

The States Power Company,
The Pioneer Engineering Co.
John D. Bomford Company.

If you have a claim of any nature against either of these companies and have not sent a statement of it to the Trustee, please do so at once for we will close the books as soon as possible.

NATHAN L. JONES,
Trustee for the States Power Co.

The Jet Visitor – June 12, 1924



K474

Public Utility Investment Company

Nathan Jones organized the Public Utility Investment Company (PUIC). The PUIC acquired the assets of States Power Company.

We will see the PUIC often in the ensuing years. It was one of Jones' main holding companies. Jones was the primary stockholder. Perhaps Ralph Jarvis and Robert Johnston had some shares.

The United Power Company

Next Jones proposed forming the United Power Company, which would buy the assets from PUIC, and form contracts with the nine towns to take over responsibility to supply electricity.

The corporation was to be formed by Jones, Jarvis, and Robert Johnston. I assume each had a substantial share.

Nathan Jones was age 32. Ralph Jarvis was 30.

Meet to Consider Formation of Company

ENID, Aug. 8.—Forty-two men, mayors and city officials of nearby cities, met at the Sanderson hotel to consider the proposition of forming a new light and power company. Nathan L. Jones, president of the new company, explained in detail

The State Power company has sold its property in nine nearby cities to the public Utilities Investment company. The new power company will purchase the property and fixtures from the Public Utilities Investment company and will be known as the United Power company of Oklahoma

In addition to the purchase from the investment company, the new corporation plans to take over property owned by these nine towns in the sur-

The corporation is being formed by Nathan L. Jones and R. H. Jarvis, both of Salina, Kan., and Robert Johnston of Oklahoma City. The

Goltry, Meno, Lahoma, Kremlin, Pond Creek and Jefferson. The city officials from these places acted fa-

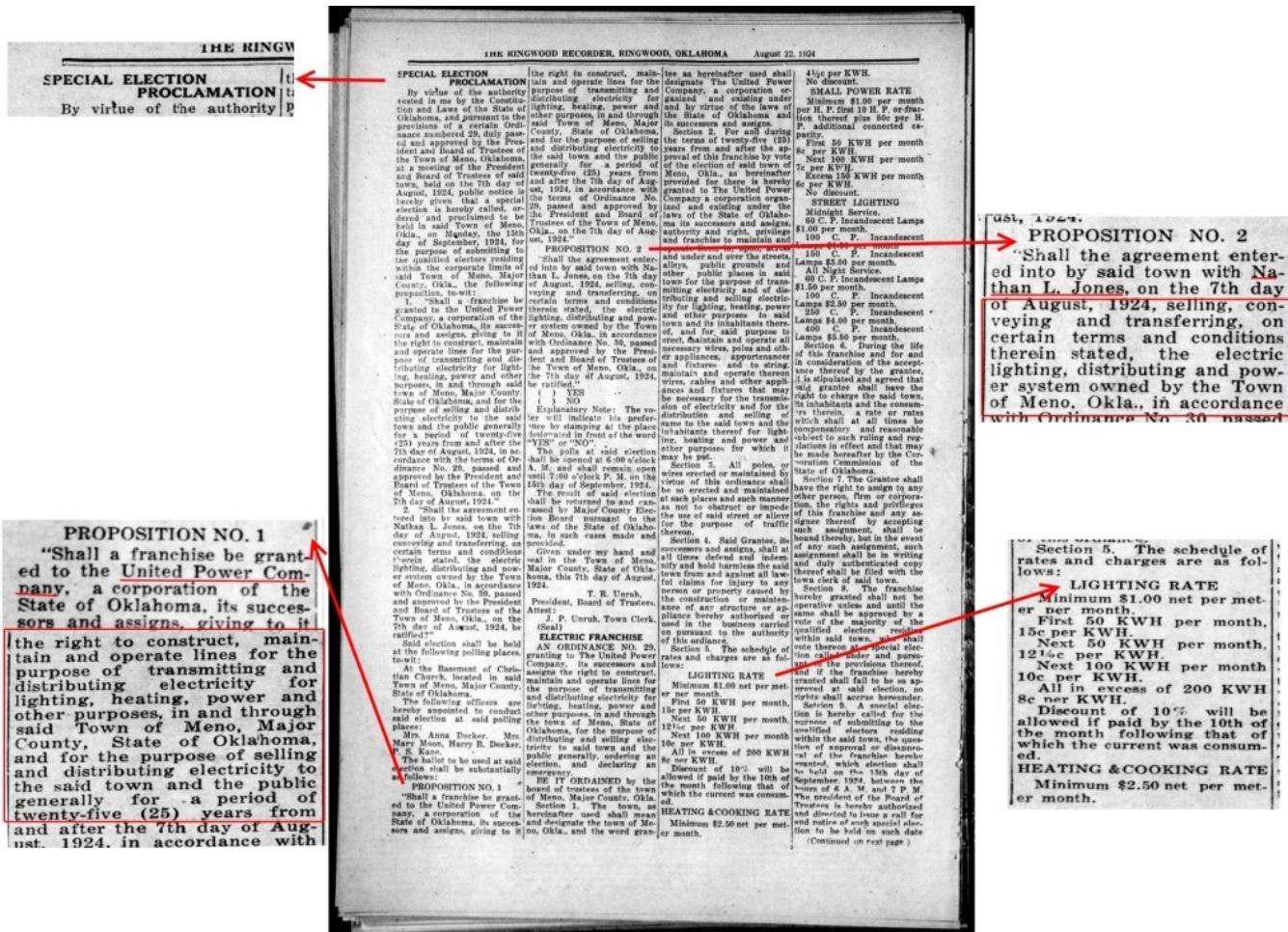
The Pawhuska Daily Capital – August 8, 1924

A contract with each town

The next job was to agree to franchise contracts with each town. Jones proposed that United Power would pay off \$67,000 indebtedness and assume \$21,000 of ongoing contracts. In return, each town would turn over all city-owned poles, meters, and equipment.

United Power would be the retailer of electricity, and the rates would be guaranteed. The contract was to be for 25 years.

Each town held a special election. They really didn't have much choice. If they didn't approve Jones' proposal, they would have to start from scratch.



Special Election for Meno, Oklahoma – The Ringwood Recorder - August 22, 1924

Two factors helped win the day. First, people knew that Jones and Jarvis had experience, and had done a good job in their previous endeavors. Second, the improvements that Jones had implemented as trustee were noticed, and service had improved.

Every town voted in favor, passing its resolution by a large margin.

Let's get to work

The negotiations were over, the resolutions were passed. Now it was time to make good on the promises.

Family Nibbles

Ralph Jarvis oversaw the repair and building of the electrical infrastructure. Ralph was made general manager of United Power.

REBUILDING LINES

The United Power Company has had a crew busy here this week building the electric light distribution system in the town. New poles are being set, wires tightened and the whole system is being given a general overhauling.

This Company has been giving excellent service to the towns on its lines ever since it got the lines in working order after taking over operation of the system about eight months ago.

The Lahoma News – March 6, 1925

MENO NEWS

Work on the high line extension from Meno to Ringwood was started Monday by the United Power Company and a force of men is busy with the preliminary work. The line will come down through Meno and follow the right of way of the Rock Island railroad to Ringwood. This change was made to avoid the telephone wires along the highway, according to R. H. Jarvis, general manager for the United Power company who is in charge of construction. Mr. Jarvis states that they expect to have the line complete and have the current in Ringwood in about thirty days.

The Enid Events – April 23, 1925

The improvements weren't only building and repairing lines. Ralph also assigned customer service reps and invited customers to let their rep know of any problems.

NOTICE

R. M. Hiatt will be our representative in Lahoma. Any trouble or any business you may have should be reported to him.

United Power Co.,
R. H. Jarvis, Mgr.

The Oklahoma Democrat – October 23, 1924



City Firm Takes Over Medford Power

The United Power company, with headquarters in Oklahoma City, took over operation of the municipal power plant at Medford. The citizens of Medford, at an election Monday, voted 222 to 87 to sell the plant and grant a 20-year franchise to the power company.

The company expects to connect the town with its nearest "high line" at Jefferson, within the next sixty days.

The Independent – December 3, 1925

More towns sign on

In May 1925, Ringwood, Oklahoma residents voted to contract with United Power.

And in December 1925, Medford contracted with United. United Power bought Medford's electric generating plant for \$12,000 and connected it into their system. It saved Medford from maintenance and operating costs.



Oklahoma Gas & Electric buys United Power

Oklahoma Gas & Electric was on a buying spree.

In May 1926, OG&E bought United Power. It was two years after Jones, Jarvis, and Johnston had organized United Power.

In the 1890s, before Oklahoma was a state, entrepreneurs were investigating an emerging technology – electrification. Oklahoma Gas and Electric Company was the first in the state to implement this sought-after technology and, by 1928, was Oklahoma's largest electric company.

Oklahoma Gas and Electric website

**O. G. & E. TAKES OVER
TWELVE ADDITIONAL TOWNS**

Announcement is made by J. F. Owens of Oklahoma City, vice-president and general manager of the Oklahoma Gas & Electric Company, of the consummation of a deal in which the holding of the United Power company were purchased by the O. G. & E. company. The United Power company serves Medford, Jefferson, Kremlin, Hillsdale, Nash, Jet, Helena, Ringwood, Meno, Lahoma, Pond Creek and Goltry. Arrangements have been made for the immediate transfer of the property. The new territory will be operated under the supervision of the northern division of the O. G. & E. company with division headquarters here. Lincoln Beerbower is the division manager.

The Enid Events May 27, 1926

OG&E acquisitions in the 1920s made it the largest electricity company in the state. During that decade, OG&E acquired 12 regional utilities.

Nathan Jones was a rich man. Let's hope Ralph Jarvis and Robert Johnston shared in the good fortune.

Nibbles Extra Credit – The Roaring Twenties

Social Issues

The Roaring Twenties represented a significant shift in American cultural values, morals, and social roles. There were certainly socialites whose lifestyles were immortalized by F. Scott Fitzgerald. But there were many who resented the materialism and greed and inequality.

For many Americans, the 1920s was a decade of poverty. More than 60 per cent of Americans lived just below the poverty line.

Generally, groups such as farmers, black Americans, immigrants, workers in the traditional industries and working class women did not enjoy the prosperity of the 'Roaring Twenties'.

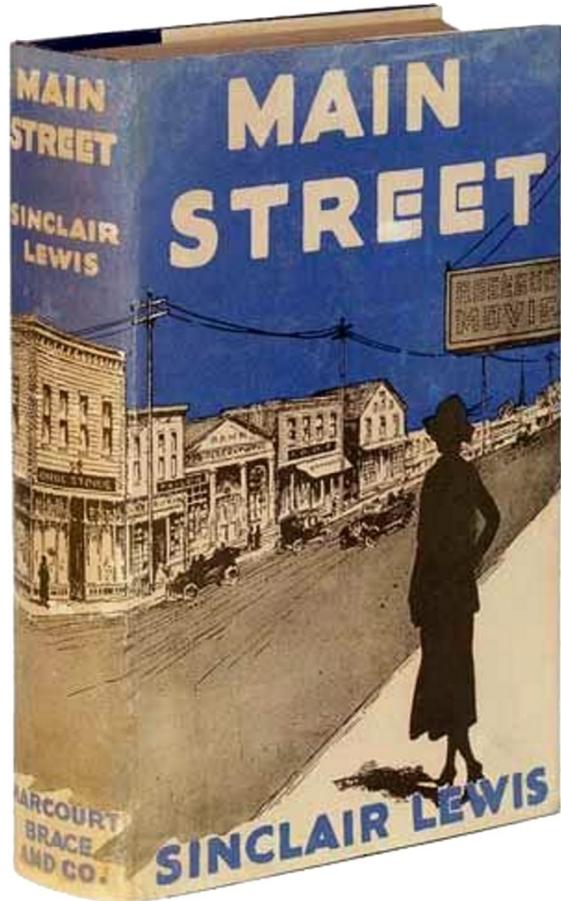
Social Critics

Many social critics voiced their disgust in magazines and books and plays.

Sinclair Lewis was a popular social critic. He wrote about working men and women and criticized American capitalism and materialism. Lewis was the first American writer to receive the Nobel Prize in Literature.

Lewis' book *Main Street*, published in 1920, was a huge success. Lewis's agent made an optimistic projection the book would sell 25,000 copies. In its first six months, *Main Street* sold 180,000 copies. Total sales topped two million. The book made Lewis very rich, somewhat of a contradiction to his contempt of capitalism.

Other social critics were Edith Wharton, H.L. Mencken, and more.



Main Street – Sinclair Lewis – 1920

Racism

Racism wasn't new. Jim Crow laws and segregation and violence had been common since Reconstruction. But anti-black sentiment was increasing.

The advertising industry was racist, depicting whites as professionals, husbands and wives, fathers and mothers, while showing blacks in secondary roles like servants or mammies.



In 1919, race riots broke out in 25 cities. In 1922, the House of Representatives passed an anti-lynching bill, but the bill was defeated in the Senate by Southern Democrats.

Tulsa Greenwood massacre

Greenwood was a very successful African American section of Tulsa, Oklahoma.

On May 31, 1921, a white girl accused a colored boy of assaulting her in a public elevator. Without trying to find out if the accusation was true, a mob began a wild rampage through Greenwood.

They burned and looted homes and businesses and killed 300 people.



Aftermath of Tulsa Greenwood riot – 1921

Religion

Racism wasn't limited to anti-black prejudice. There was growing anti-Semitic and anti-Catholic sentiment.

Religious fundamentalists sought to enforce Christian Protestant orthodoxy to stave off progressive social thought. In 1925, John T. Scopes, a biology teacher in Dayton, Tennessee, was charged with teaching the theory of evolution. The "Scopes Monkey Trial" attracted national attention. Scopes was found guilty, but the fundamentalist beliefs became an object of national ridicule.



John T. Scopes – Dayton, Tennessee high school teacher



Clarence Darrow and William Jennings Bryant – lawyers

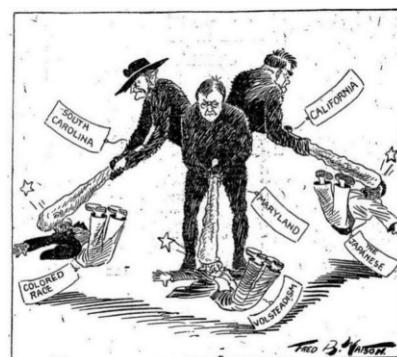
H.L. Mencken's on-site reporting on the Scopes Trial was widely read. Dayton citizens were outraged. On July 17, 1925, the Dayton newspaper had stories with these headlines: "Mencken Epithets Rouse Dayton's Ire," "Citizens Resent Being Called 'Babbitts,' 'Morons,' 'Peasants,' 'Hill-Billies,' and 'Yokels,'" and "Talk of Beating Him Up."

Anti-Immigration

Anti-immigration sentiment grew. There were movements against immigrants from non-European countries.

The open-door policies of past decades would close in 1921. The Emergency Quota Act of 1921 was passed to restrict the large influx of Southern and Eastern Europeans. It put low quotas on immigration from non-Western-European countries.

The Immigration Act of 1924 limited immigration to a fraction proportionate to that ethnic group in the United States in 1890.



The Afro-American – Baltimore – February 20, 1926

The goal was to freeze the pattern of European ethnic composition, and to exclude almost all Asians. Hispanics were not restricted

China, Bulgaria, Palestine and the African nations could send no more than 100 people. England and Northern Ireland could send 34,000, while Italy could send just under 4,000.

History of American Journalism – The 1920s

Ku Klux Klan

All these feelings of racism, anti-Semitism, and anti-immigration fueled the membership of the Ku Klux Klan. In the early 20s, Klan membership exceeded five million. Besides illegal and terrorist activities, Klan members were elected to local and state political office.



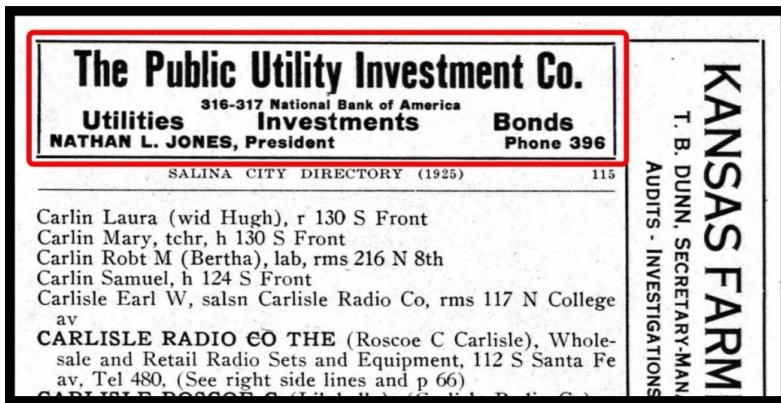
Ku Klux Klan march – Washington, D.C. – August 9, 1925

Timeline – 1924

Year	Event
1924	The first Winter Olympic Games are held in the French Alps in Chamonix
1924	IBM Corporation is founded
1924	J. Edgar Hoover appointed head of FBI, will lead FBI for 48 years until 1952
1924	Congress passes act making American Indians citizens of US
1924	Lenin dies, Stalin wins power struggle and leads Soviet Union until 1953
1924	First Macy's Thanksgiving Day Parade is held
1924	Nathan Jones and Ralph Jarvis form United Power in Oklahoma
1924	Nathan Jones founds Public Utility Investment Company
1924	Rhapsody in Blue, by George Gershwin, first performed in New York City
1924	Coolidge first President to deliver a radio broadcast from the White House
1924	Metro Goldwyn Mayer (MGM) is founded in Los Angeles, California

A Move to Salina

Jones focused on his vision for the new Public Utility Investment Company. In late 1924, Nathan Jones moved his family from Abilene to Salina, Kansas. He opened a two-room office on the third floor of a bank in downtown Salina.



R.L. Polk – Salina City Directory – 1925

Nathan Jones had organized The Public Utility Investment Company (PUIC) in 1924. He used it as a holding company to acquire the assets of the defunct States Power Company in Oklahoma.

There he organized United Power Company, which bought the assets from PUIC. Complicated. More on that later.

Once United Power of Oklahoma was a signed deal, Jones turned the implementation over to Ralph Jarvis. And Ralph delivered. The United Power takeover was a big success.

Ralph Jarvis was vice-president



Nathan Jones made Ralph the vice president of Public Utility Investment Company.

Ralph Jarvis had managed the United Power project in Oklahoma. Ralph had been involved in many projects and knew what was needed and how to execute the projects.

Nathan Jones would count on Ralph Jarvis to oversee all construction and engineering for any of the acquired utility companies.

Ralph needed to be in Salina

To be successful, Ralph needed to be in the Salina office when he wasn't traveling. But Ralph was still living in Larned.

WALTER H. JONES REALTY CO. <i>Let Us Serve You.</i> <small>Office over Penney's Phone 246</small> <small>Real Estate - Loans Insurance - Exchanges Business Opportunities</small>	The C. W. Lynn Abstract Co. <small>(C. W. LYNN)</small> <small>115 S. 7th Tel. 71</small> <small>SALINA CITY DIRECTORY (1925)</small>	JULIETTE ZE <small>Rus</small> <small>Service</small>
JARVIS RALPH H V-Pres Public Utility Investment Co, r Larned Kans <small>115 S. 7th</small>		
<small>Jewell Frank, lab, rms 445 S 11th Jilka Edw H (Mary), prop, r 712 W South Jilka Jerry (Agnes F), (Gebhardt & Jilka Furniture Co), r 447 S 8th Jimenez Francisco (Ysidra), lab, r 402 N Front Jirak Jno H (Dora), foreman Arnold Automobile Co, r 428 Washn ay Jobe Jas J (Althea), lab, r 1100 Park</small>		

R.L. Polk – Salina City Directory – 1925

Chleo, we need to move

Ralph and Chleo had been living with Chleo's mother Anna Webb since they were married in late 1919. Now, five years later, a move became necessary.

With Ralph traveling so much, Chleo liked living with her mother. Maybe she and Ralph would have a bit more time together with Ralph spending more time in the Salina office. Whatever her thoughts, Chleo agreed.

In 1925, Ralph was age 31 and Chleo was 25.



Chleo, Mel 3, Anna Webb, Don 1 – 1924

The boys

In 1925, Mel was age 4 and Don was 2.



Mel, age 4 and Don, age 2 – c 1925



Mel and Don Jarvis, with Chleo (l) and unknown girl (r) – c 1925

The move

In 1925, the Jarvis family moved from Larned to Salina. They rented a house on Santa Fe Avenue, and then on West South Street.

They moved to Salina the next year, to a house at 6 Santa Fe, but only stayed in that house for a short time. The house had a coal furnace converted to oil, and with a small baby crawling on the floor it was impossible to keep him clean. So they moved to ^{901 W. South} College. Their next move was to 955 South Ninth, then to the farm on Haskett. Ralph was working for the Public Utilities and Investment Company at this time.

Jarvis Story – Doris Gibson

955 South 9th Street

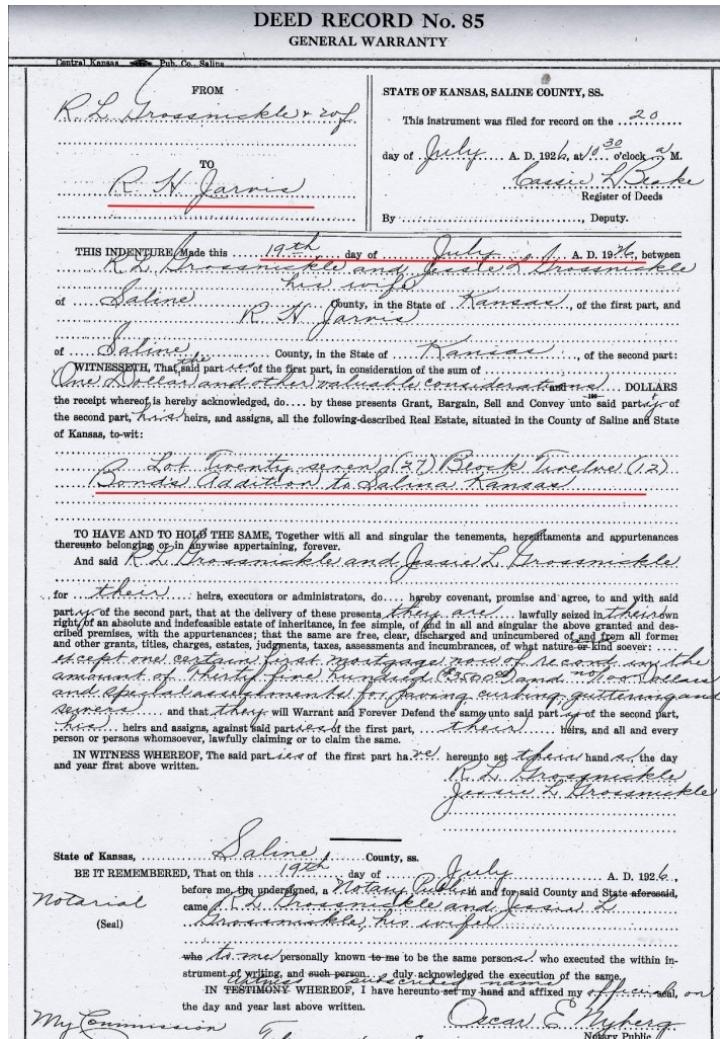
In July 1926, Ralph and Chleo bought a house and moved to 955 South 9th Street in Salina.

They purchased the house from R.L. Grossnickle for \$1,625. They would make quarterly payments of \$125 until the balance was paid. (The promissory note was paid off in July 1928.)

An amazing coincidence

While researching in Salina, we visited the Smoky Valley Genealogical Society. It's run by volunteers, so you must make an appointment, and a volunteer meets you and hosts your visit. Our volunteer was Mary Jane McIntire. She was a pleasant and informative host.

While searching real estate tax records to find where Ralph and Chleo Jarvis lived, we were looking for a tax record for Lot 27 Block 12 in the Bonds Addition. Mary mentioned that her home was in the Bonds Addition.



Deed – 955 South 9th St. – 1926

Family Nibbles

"I live at 955 South 9th Street," she offered.

"What?" I replied in shock. "That's the address where Ralph and Chleo lived!"

Sure enough, Mary lives in the very house where Ralph and Chleo Jarvis had lived. She was kind enough to let us tour the house. It's eerie to visit a house where your grandparents and father lived in the 1920s.

Thank you, Mary.



955 South 9th Street, Salina, Kansas

At home



Jarvis family - 955 South 9th Street, Salina - 1926-1929

Nibbles Extra Credit – The Roaring Twenties – Media

The 1920s were the “Golden Age of Radio.” Radios were first sold to consumers in 1920. By 1929, more than five million radios were sold every year.

The first commercial broadcast was a news program from Detroit in 1920, followed the same year by KDKA in Pittsburgh. Pretty boring programming, mostly speeches, lectures, news, and music.



Early radio

In four short years, by 1924, there were 600 stations across the country, and programming had shifted to mostly music with occasional news interruptions.



RCA "Radiola I" radio

RCA's Radiola was the first popular radio, selling for \$35.

By 1929, 40 percent of the population owned radios, some 12 million households. They tuned in to hear music, sports, and popular stars like Al Jolson and Amos and Andy.

David Sarnoff

The creator of the National Broadcasting Company who helped develop television. Sarnoff became the most powerful figure in the communications and media industries. He claimed to have scooped the world on the Titanic disaster, staying at his telegraph key for 72 hours. In 1915, he submitted a memo to the Marconi Wireless Telegraph Company of America, which granted him \$2,000 to develop his idea for a “radio music box.” By 1924, the box had sold \$83 million worth of units.

History of American Journalism – The 1920s



William S. Paley

Radio tycoon who headed the Columbia Broadcasting System. Paley was regarded as a programming genius who rewrote the nation’s definition of entertainment and news. In 1928 he bought \$50 worth of advertising on Philadelphia station WCAU for his father’s company, La Palina Cigars. Sales skyrocketed and the family ended up buying a chain of stations, which Paley renamed the Columbia Broadcasting System (CBS).

History of American Journalism – The 1920s



Radio Advertising

Radio advertising became the first platform for mass marketing. With radio, advertisers could reach a national audience, and do it immediately. It began a trend that has dominated advertising since.

Sports on Radio

Radio brought large spectator sports like baseball, prizefights, horse races, and college football into Americans' living rooms for the first time. By increasing interest in sports, radio paradoxically led to greater attendance at live events. Broadcasting the 1921 World Series between the Giants and Yankees, for instance, boosted attendance at ballparks the next year.

In St. Louis, KMOX's 50k-watt AM transmitter broadcast Cardinals games across the Midwest and as far south as Texas, creating a regional fan base.

Film / movies

Motion pictures started to come of age in the 1910s, but the '20s saw the first large-scale proliferation of theaters.

Movies boomed, ending the era of live vaudeville. Going to a movie was inexpensive and accessible, as neighborhood theaters expanded during the decade.

At the beginning of the decade, films were silent and colorless. But technological advances came fast and furious.

- *In 1922, the first all-color feature, The Toll of the Sea, was released.*
- *In 1926, Don Juan had synchronized music and sound effects, but no voice*
- *In 1927, The Jazz Singer had recorded singing by Al Jolson*
- *In 1928, Lights of New York was the first all-talking feature film*
- *In 1928, Steamboat Willie was the first cartoon with full soundtrack, starring Mickey Mouse*



Movie stars

Movie stars became national celebrities. For the first time, fans could watch and hear the stars in the movies.

Family Nibbles

Rudolph Valentino, Douglas Fairbanks, John Barrymore, Greta Garbo, and Clara Bow became household names during the Roaring Twenties.



Mae West



Charlie Chaplin



Mary Pickford



Rudolph Valentino

Silent movie star Rudolph Valentino was one of Hollywood's first sex symbols, starring in films such as *The Sheik* before his untimely death at age 31 in 1926.

Phonograph

The phonograph was not far behind the radio in importance. The 1920s saw the record player enter American life in full force. Piano sales sagged as phonograph production rose from just 190,000 in 1923 to 5 million in 1929. The popularity of jazz, blues, and "hillbilly" music fueled the phonograph boom.

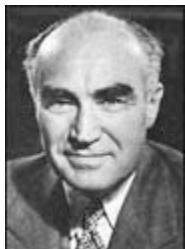
The Formation of Modern American Mass Culture

Magazines

News and lifestyle magazines found a national subscriber base in the 20s. The colorful publications told people about news, fashion, sports, and hobbies. Advertisers used flashy ads in magazines to sell consumer products.

Henry Luce

Henry Luce, along with Briton Hadden, launched Time magazine in 1923. The magazine developed innovative approaches to news coverage, including packaging the news in topical units and replacing standard newspaper prose with a catchy narrative style. From the start, Time was accused of bias; Luce and Hadden were conservatives who opposed government interference of business. After Hadden died in 1929, Luce went on to build a media empire that included Fortune, Life, Sports Illustrated and Time-Life books.

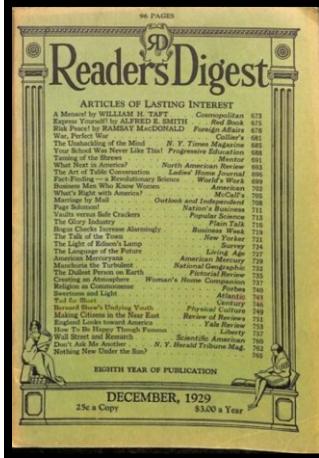


History of American Journalism – The 1920s

Popular magazines

*Popular magazines included Reader's Digest (*founded in 1922*), Time (*founded in 1923*), Vanity Fair, and even Vogue. Reader's Digest, Time, and Life were very informational magazines with detailed facts about current events, while Vanity Fair & Vogue both set trends and influenced many of the fashion trends during the 1920s.*

Culture of the 1920s



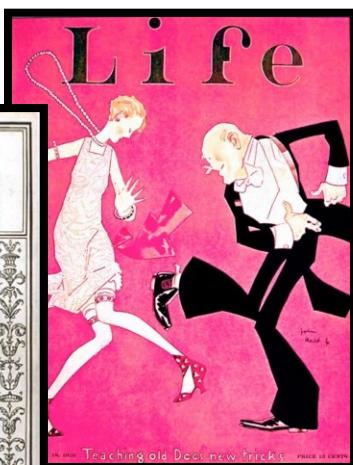
Readers Digest – December 1929



Saturday Evening Post
September 3, 1922



Time cover – Vol 1 No 1 – Joseph G
Cannon – March 3, 1923



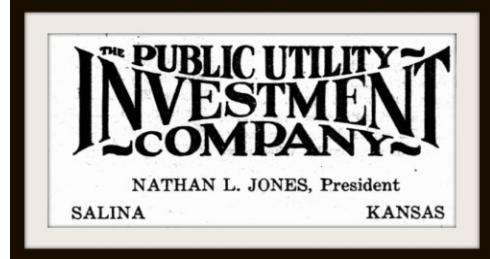
Life – February 18, 1926

Timeline 1925

Year	Event
1925	Ben Teply (2G) dies in Kansas City Veterans Hospital, buried in Hanover, KS
1925	First Grand Ole Opry radio broadcast
1925	Nellie Ross inaugurated in Wyoming as first US woman governor
1925	Tennessee passes law against teaching evolution in public schools
1925	F. Scott Fitzgerald publishes The Great Gatsby, Hitler publishes Mein Kampf
1925	Sears Roebuck opens first retail store in Chicago after catalogs since 1893
1925	Ralph Jarvis is vice-president of Public Utility Investment
1925	Ralph and Chleo Jarvis move from Larned to Salina
1925	First issue of The New Yorker magazine is published by Gaven Sydnes
1925	Scopes "Monkey Trial" begins in Dayton, Tennessee
1925	Teacher John T Scopes found guilty of teaching evolution and fined \$100
1925	New York City becomes largest city in world, taking the lead from London

Public Utility Investment Company

Nathan Jones had organized The Public Utility Investment Company (PUIC) in 1924. It was used to purchase the assets of States Power Company in Oklahoma, and then to sell the assets to the newly formed United Power Company.



It was a holding company that could own assets and shares of utility companies. The company could also sell investments like stock shares and bonds to raise money. That money could then be used to acquire other utility companies.

INVESTMENTS	JEWELERS
<p>The Public Utility</p> <p>Inve^tment</p> <p>NATHAN L. JONES, President</p> <p>316-317 National Bank of America Bldg.</p> <p>Phone 396</p> <p>Utilities Investments Bonds</p> <p>We Finance We Buy We Sell</p> <p>Int C This</p> <p>EXECUTOR AGENT</p> <p>and in every trust capacity.</p> <p>WE BUY AND SELL CITY AND FARM LOANS</p> <p>We offer various forms of Desirable Investments to meet the requirements of the investor.</p>	
<p>BAIER BUYER</p> <p>OPTICIANS</p> <p>- 1925</p> <p>IN KANSAS</p> <p>nt Co.</p> <p>Lighting Plants</p> <p>umping Systems</p> <p>geney</p> <p>gage Co.</p> <p>Iron Ave.</p> <p>or Sale</p> <p>City Loans</p> <p>ance</p> <p>Telephone 98</p>	

R.L. Polk – Salina City Directory – 1925

In its earliest ad, the company listed two utilities – The United Power Company of Oklahoma, which Jones and Jarvis had just completed, and The Southern Kansas Power Co., which was Jones' very first endeavor, and which he had never sold.

The ad listed Investments and Bonds, but I'll bet there weren't many at that time.

An ambitious vision

Like always, Nathan Jones thought big. He had experienced his own successes in building and selling businesses, and he had already amassed a fortune.

Jones had learned a lot from working for C.L. Brown. Brown had started some 85 companies, from utilities to telephone companies to life insurance. Nathan Jones was just as ambitious.

Not much regulation

The utility industry in the 1920s was the wild, wild west. Other than obtaining a state charter to organize a business, there weren't many regulations or enforcement.

Buying and selling local utility companies was happening all over the country. They were bought and sold by companies like those of Nathan Jones and C.L. Brown and many others.

Between 1919 and 1927, 3,700 local power companies went out of business; by 1930, 10 holding companies supplied 72 percent of the nation's electricity.

Electric consumer appliances proliferate 1920

Investments

Beginning in 1925, Jones began building a sales organization. He had a staff in Salina and began hiring sales reps in major towns around Kansas.

The sales department was responsible for selling bonds and stock shares. If the PUIC found a local utility that could be acquired, they would write a bond issue to raise the purchase money. They would stress the safety of investing in public utilities and promise a 7% return.

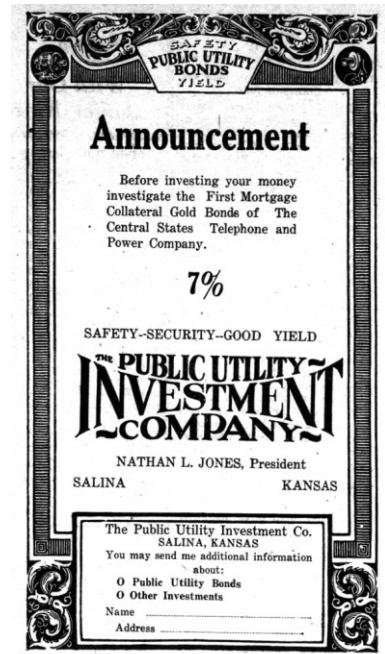
Besides sales representatives, the company ran major newspaper ad campaigns.

Acquisitions

Acquisitions were the engine of growth. Throughout 1926 and 1927, PUIC added local utility companies to their holdings at a breakneck pace. It required bond issues and stock sales and lots of investors.

The acquisition was often like the example shown here, where the PUIC bought out a privately-owned telephone company in a small town.

If PUIC owned the telephone companies in nearby towns, they could be merged.



The Burr Oak Herald, September 9, 1926

APPROVE PHONE CO. SALE

It was announced late last week that the recent sale of the Ellis Telephone Company to the Public Utility Investment Company, Salina has been approved by the State Public Service Commission. The exchange was purchased from Maria R. Hull, owner, and involved a consideration of \$40,000.—Ellis Headlight.

The Collyer Advance – June 7, 1928

Construction and Engineering

Ralph Jarvis headed the Construction and Engineering operation. When a local utility was acquired, Ralph oversaw any repair and upgrades and construction required.

Often, Ralph was the person that represented PUIC in negotiations that led up to an acquisition. He had the perfect experience to evaluate what improvements were needed, and the engaging personality to negotiate with the owners or town officials.

Appear to Buy Plant

After allowing bills the city commissioners of Caldwell listened to R. H. Jarvis of the Western Light and Power company and Joe Eason of the Anthony salt plant both of whom wish to buy the city light and power plant. Both prospective bidders suggested that the city commissioners ask for bids on the plant, choose the best one and let the voters pass upon the matter of granting a franchise.

Blackwell Morning Tribune – October 1, 1927

Notice Ralph was representing the Western Light and Power Company. The PUIC holding company had more and more subsidiaries. Many subsidiaries were regional utilities.

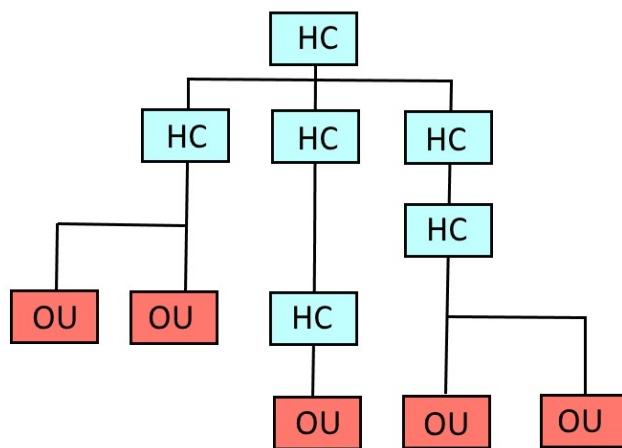
Holding Companies

To help finance the great expansion, the utility industry exploited a financial innovation known as the “holding company.”

The holding company would buy the majority of voting stock of an operating utility, and then control that utility. If the holding company owned other operating utilities, it could merge them or at least combine administrative services.

The holding company could also offer management and engineering and other services, charging for these services.

Here's a diagram showing the complicated ways holding companies and operating utilities could be organized.



HC = Holding Company OU = Operating Utility

Cheap to buy an operating utility

A holding company was also a way to leverage money. The holding company could acquire an operating utility for about 40% of its capital value. Here's how...

Typically, an operating utility, like many that Nathan Jones organized, raised capital in three ways:

- *Common stock – sold to shareholders, this was the voting stock that controlled the company*
- *Preferred stock – sold to investors, this stock paid dividends, but isn't voting stock*
- *Bonds – sold to investors, bonds were a loan from the investor that paid back with interest*

Here's an example. Let's say a \$100,000 operating utility had been organized in this way:

- *Common stock 40% \$40,000*
- *Preferred stock 25% \$25,000*
- *Bonds 35% \$35,000*
- *Total \$100,000*

If a holding company bought all the common stock of this operating utility for \$40,000, it would have voting control. It would control a \$100,000 operating utility. That's a bargain.

Now, let's raise capital for the new holding company so we can buy the utility for \$40,000. Let's raise the capital for the holding company in the same manner.

- *Common stock 40% \$16,000*
- *Preferred stock 25% \$10,000*
- *Bonds 35% \$14,000*
- *Total \$40,000*

So we can put up \$16,000 to own all the shares of the holding company, sell preferred stock and bonds to investors, and purchase an operating utility worth \$100,000.



Sweet, huh? And we could organize another holding company to buy the first holding company, which owns the utility. Like a pyramid or Ponzi scheme.

Nibbles Extra Credit – The Roaring Twenties

Jazz

The 1920s are sometimes called the Jazz Age. Of all American music, jazz became the mainstream new music of a generation.

Spellings such as “jas”, “jass” and “jasz” were seen until 1918, when the word “jazz” came into wide usage as a music genre.

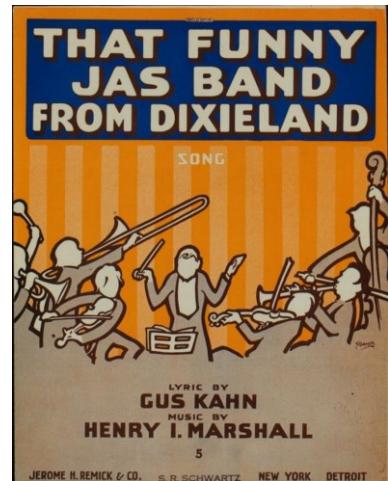
New Orleans

Since the turn of the century, New Orleans had been the epicenter of a different type of music called “The new Orleans sound.” By 1920, it was called New Orleans jazz.



In the early 20s, there was an exodus of jazz musicians from New Orleans. They moved north, settling in cities that offered opportunities for their music.

Different cities developed different styles of jazz.



'Jas' Band sheet music cover
from 1916

Chicago

Chicago in the 1920s held great opportunities for musicians. Prohibition had sparked tremendous growth in speakeasies and dance clubs, many run by gangsters. King Oliver's Creole Jazz Band brought a bluesy sound and exciting rhythm.

New York

The early New York Jazz music was influenced by ragtime music, which had been popular there in the early 1900s. After The Original Dixieland Jazz Band played on Broadway, jazz musicians imitated the New Orleans sound. The 1920s proved to be a Golden Age of jazz in New York.

Jazz became the music of choice in New York during the 20s. There were many speakeasies and dance clubs. Louis Armstrong and Duke Ellington were two of many big-name jazz entertainers.

Jazz music began as “underground” music but exploded into the mainstream. Jazz was the most popular form of music for young people.



Duke Ellington - c 1925

Broadway contributed to this more mainstream jazz. In 1924, George Gershwin wrote *Rhapsody in Blue*, one of the best jazz compositions. Many more famous jazz standards followed in Broadway plays, like *Blue Skies* and *Ain't Misbehavin'* and *Honeysuckle Rose*.

Kansas City

Kansas City was a jazz band Mecca. There was a jazz club on nearly every street corner. In one six-block district, there were over fifty jazz joints.

The city was segregated, but black jazz musicians were in high demand in white clubs and dance halls. Count Basie and Charlie “Bird” Parker were two of many famous musicians.



Bennie Moten's band – Kansas City – c 1925



Kansas City clubs – 1920s

County Western

Country Western music also garnered a wide audience in the 20s. The radio spread the music across the nation. The Grand Ole Opry was founded on November 28, 1925, by George D. Hay as a one-hour radio "barn dance" on WSM. Its weekly broadcast made Nashville the capital of country music.



Grand Ole Opry – 1st broadcast – November 28, 1925

The first great country act, the Carter Family, borrowed from black gospel, including what later morphed into folksinger Woody Guthrie's iconic Depression-era hit "This Land Is Your Land."

Dance

At the turn of the century, the Waltz and the Tango were considered scandalous because they involved physical contact between dance partners.



Older generation dances – 1920s

Now, in the 1920s, new more daring dances were introduced. Young people were doing the Charleston. Freed of corsets and floor-length dresses, women twisted their feet, kicked their legs, and swung their arms across the dance floor.



Charleston dancer – 1920s

Older generations stayed with the waltz and tango, but perhaps to more lively music. The foxtrot became a dance for all ages. Other popular dances included "Black Bottom," "Raccoon," "Varsity Drag," and "Collegiate Hop."

By 1927, the Lindy Hop, named for Charles Lindbergh, became the favorite dance.

Dance Clubs

Dance clubs were everywhere, helped along by prohibition. They were in speakeasies, but also public dance halls where you might bring a hidden bottle.



City Activities With A Dance Hall – Thomas Hart Benton – 1930



Cotton Club – Harlem – 1920s

Some dance clubs attracted a multi-racial clientele. Others, like the famous Cotton Club in Harlem featured black performers but catered to a white clientele. Duke Ellington's band entertained at the Cotton Club.

Timeline – 1926

Year	Event
1926	Ralph and Chleo Jarvis (1G) move to 955 S 9th Street, Salina, Kansas
1926	Priscilla Anne Cheney born March 9 to Ralph and Emily in Salina Kansas
1926	NBC radio network is formed, with 24 stations
1926	A.A. Milne publishes Winnie the Pooh
1926	Henry Ford announces the 40-hour work week
1926	US Route 66 is opened from Chicago to Los Angeles
1926	Ralph and Chleo Jarvis buy house at 955 S 9th in Salina
1926	Congress passes the Air Commerce Act, licensing pilots and planes
1926	The College Board administers the first SAT
1926	The National Bar Association incorporates in the United States
1926	The restoration of Colonial Williamsburg begins
1926	Robert Goddard launches first liquid-fuel rocket, at Auburn, Massachusetts

A New Office

Acquisitions were booming. Investment sales were booming. Home office staff was booming.

Public Utility Investment Company invested in a much larger office. It was on the second floor of businesses along Santa Fe Avenue, the main street in Salina.



Public Utility Investment Company – new offices – 1927

By the end of 1927, PUIC was moving into the new office space.

Nathan Jones, ever the promoter, ordered a 22-page special edition of *The Salina Journal* to evangelize the company and its accomplishments.

And the accomplishments were impressive! The company was just three years old. Here are some highlights.

We take pleasure in Announcing
the Formal Opening of our new General Offices
at 113 North Santa Fe Avenue
Salina, Kansas
Saturday, December 17th, 1927

Announcement

*We take pleasure in Announcing
the Formal Opening of our new General Offices
at 113 North Santa Fe Avenue
Salina, Kansas
Saturday, December 17th, 1927
2:00 to 5:00 p.m.*

In these quarters, occupying the entire ground floor,
will be located the headquarters of the company,
which controls the operation and management of the companies
listed below, and which serve the interest of the many
investors in their securities.

{ Patrons and the general public
are cordially invited.
Music Favors }

The PUBLIC UTILITY INVESTMENT Co.
AND SUBSIDIARIES SALINA, KANSAS
NATHAN L. JONES, Pres.

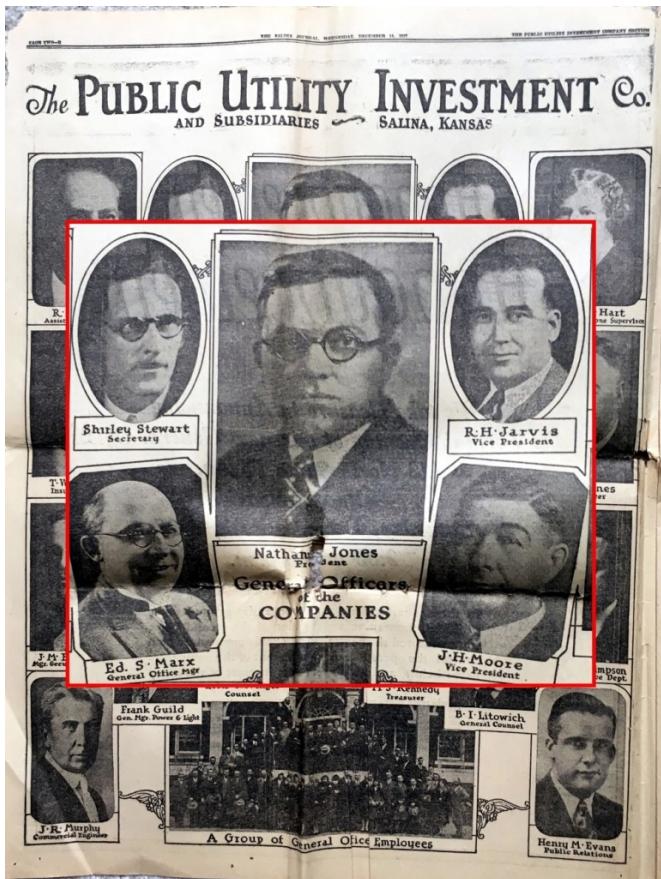
WESTERN POWER, LIGHT & TELEPHONE CO.
THE CENTRAL STATES TELEPHONE & POWER CO.
THE MIDWEST TELEPHONE & POWER CO.
THE GENERAL ENGINEERING & CONSTRUCTION CO.
THE WESTERN LIGHT & POWER CO.
THE WESTERN TELEPHONE CO.
THE MIDLAND TELEPHONE CO.
THE WEST MISSOURI TELEPHONE CO.

THE MOUNT VERNON TELEPHONE CO.
AUSTIN-INLAND TELEPHONE CO.
THE UNION TELEPHONE CO.
THE KINGFISHER TELEPHONE CO.
THE KANSAS-OKLAHOMA UTILITIES CO.
THE COMMONWEALTH TELEPHONE CO.
THE AMERICAN ICE CO.
THE CITY ICE & DELIVERY CO.

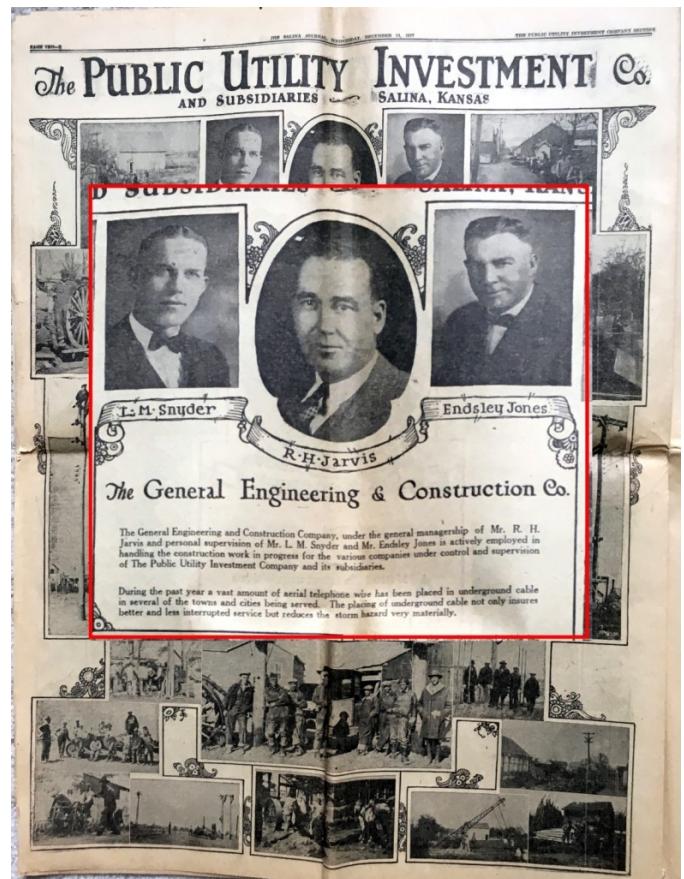
MISSOURI VALLEY TELEPHONE CO.

The Salina Journal –Supplement – December 14, 1927

Stories of Our Jarvis Ancestors 1920-1938



Here's the page of the company officers.



Ralph Jarvis' department

It is a group of companies engaged in operating public utilities and rendering service of an essential nature to people of many communities, as well as to investors whose funds make possible the purchase and development of these utilities.

Seventeen companies in four states are included in the group.

Service is rendered to over 100 cities and towns having a total population of over 300,000.

Plants and equipment have a present value of al. most \$7,000,000.

Annual gross operating revenue exceeds \$1,500,000 at this time.

A payroll of about \$550,000 a year is distributed among 650 to 750 employees.

35,000 patrons receive the benefit of electric light, power and telephone service rendered by the companies.

Competent local managers and employees exercise supervision of service in the several localities, under the direction of trained and successful men and women operating out of the general office.

Thousands of miles of pole lines are in constant use supplying service to patrons, with more under construction as demand increases or territory expands.

Four branch offices are maintained in addition to the general office at Salina, Kansas.

Sound, conservative banking, legal and appraisal service are employed by the companies.

Hundreds of investors are served by the Securities Department, who have come to know the bonds and preferred stock as being safe and having prompt and sure interest and dividend return.

Net earnings of the companies are in excess of three times the dividend and interest requirements.

Funds to take care of dividend and interest obligations are usually laid aside six months in advance of the date needed.

Sinking funds are maintained to retire short-term notes, bonds and similar obligations having definite dates of maturity.

An Insurance Department is maintained within the general office, rendering a broad service to the company properties and employees as well as to the general public.

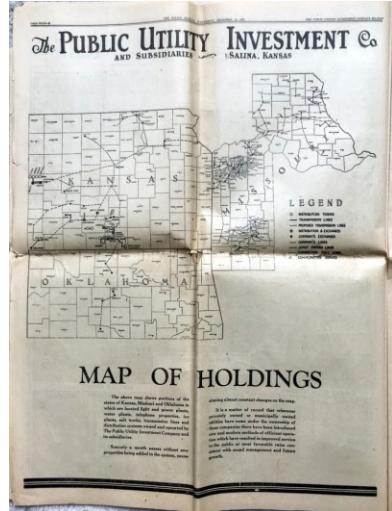
A good overview of what the company does

Family Nibbles

Here are some of the other pages, just to get a sense of the promotional impact.



Photos of new office



Map of Holdings



Power and Light Properties



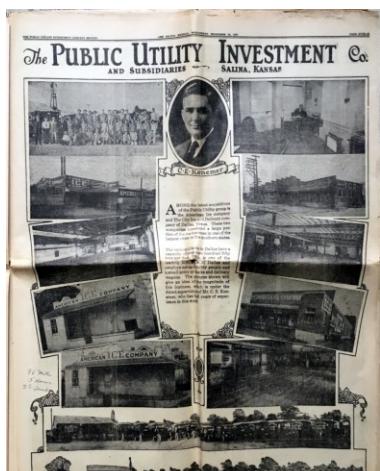
Telephone Properties



Securities Department



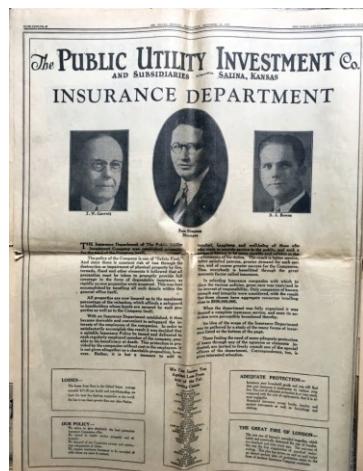
Kansas Oklahoma Utilities Co.



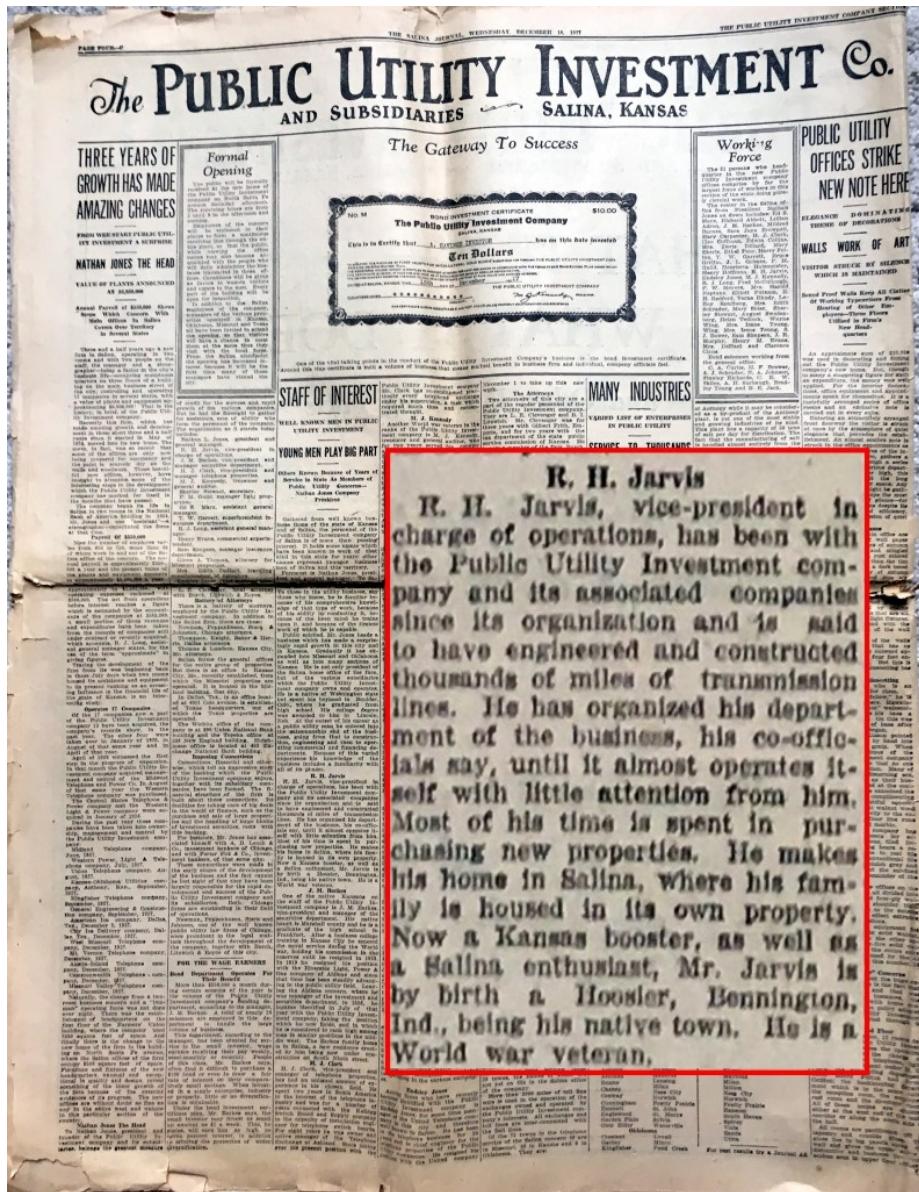
American Ice Company



Kiowa, Kansas power and water



Insurance Department



History and resumes – Ralph Jarvis resume

Can you believe it?

The growth of the company is unbelievable. It had been just three years since Nathan Jones moved to Salina and opened an office. It had been just four years since Jones and Ralph Jarvis organized the United Power of Oklahoma.

Now there was a company of 700 employees serving 35,000 utility customers in 100 towns. And hundreds of investors holding bonds and preferred stock.

Nathan Jones was age 35. Ralph Jarvis was 33.

Nibbles Extra Credit – The Roaring Twenties

Automobiles and mass production

In our stories this far, we've already seen the impact of the automobile on the 1920s. The auto arguably had the most impact in the 20s, though some might choose electricity as the top dog.

The big three were Ford, Chrysler and General Motors. Their size was staggering. They employed 7% of all factory workers. They accounted for 12% of all business revenue in the country.



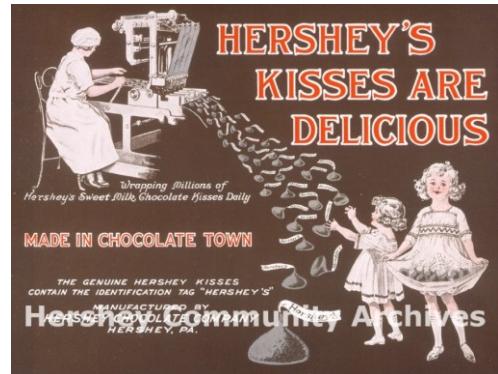
They produced cars in huge numbers and therefore more cheaply. The price of a car dropped from \$940 in 1920 to \$290 in 1929.

Impact on other industries

We've already seen the automobile's influence on other industries, like steel production, road building, service stations, and the oil and gas industry.

Mass production was begun for other products, like Coca-Cola, radios, chocolates (eventually 25 million Hershey's Kisses® per day). These other companies applied mass-production assembly lines and built global businesses. Most had five-day, 40-hour weeks and paid fair wages in a safe workplace.

But in this story, let's talk about the automobile itself.



Advertisement showcasing the new "identification tag," more often referred to as the paper "plume" for the Hershey's KISSES wrapper, 1921

Before WWI, cars were a luxury good

The number of autos more than tripled during the 1920s, to some 26 million registered in 1929. For the first half of the decade, Henry Ford's Model T accounted for nearly half of car sales.

Ford Model T

The first Model T rolled off the production line in 1908. It was an instant success, even at the exorbitant price of almost \$900.

Stories of Our Jarvis Ancestors 1920-1938

Henry Ford knew a good thing. Don't mess with success. Year after year, the Model T accounted for more than half of all cars sold. The design didn't change much. Ford said, "You can have the car in any color you want, as long as it's black."



Ralph Jarvis and Model T – Greensburg,
Indiana – c 1915



Ralph Jarvis and Model T – at Rock
House – c 1919



Model T's in downtown Larned – c 1917



Ralph Jarvis and Model T – Pawnee Power and Water
Company – 1920



Jim Webb and Model T – c 1920

Family Nibbles

By 1923, Ford's crew could bang out a Model T every 30 seconds, with each car taking about 90 minutes to build.

Between 1908 and 1927, 15 million "Tin Lizzies" rolled off the assembly line.

Because of efficiency of scale, the price plummeted from \$850 to \$260, making it affordable for the middle-classes. By the mid-20's there was a market in used cars, offering mobility to the lower middle-classes.

Trucks

The Model T chassis could be converted into pickups, delivery trucks, etc. Farmers and businesses were early adopters. The Model T as a truck could transport farm products, animals, and other cargo. It could even be used by utility companies to build transmission lines.



Model T truck – c 1920

Other manufacturers

GM and Chrysler gained ground on Ford during the 20s. The Model T had never changed, while GM and Chrysler were introducing new technology, like hydraulic brakes and electric starters. GM introduced different colors and yearly model changes.

Ford Model A

Finally, in 1927, Ford executives held an intervention with Henry Ford. They insisted that the company needed to offer a more modern product. Henry finally relented.

The Ford Model A was the company's second success. Model A production ran four years, 1928 to 1931. The price range was \$500 to \$1,200.

Here's Ralph Jarvis and his 1928 or 1929 Ford Model A roadster. As the article notes, Ralph had upgraded from a Model A to a Lincoln.

Ed. Note: Coincidentally, my first car was a 1929 Ford Model A roadster, just like Ralph's.



NONCHALANCE!

From the ease and assurance with which the above gentleman leans upon this wealthy cousin of a new Ford you would think he owned it, now wouldn't you? Well, he does—and all installments paid.

This is Mr. Ralph H. Jarvis in person. Our senior Vice-President has just given our Kiowa light plant and the city of Kiowa, Kansas, the once-over and seems to be pretty well satisfied with what he found. Back on page 4 there is a better picture of him. By the way, he stoops lower nowadays when he embarks in his "Linkin" automobile; he is wearing a brand new derby, black, not brown.

The Parade – Public Utility Investment Company newsletter – January 1929

Women in cars

Advertisers targeted women in car ads. Most buyers and drivers were men, but advertisers recognized a huge additional market.



Self-portrait in a green Bugatti – Tamara de Lempicka – 1929

Women in cars hit the art market too. Here's one of artist Tamara de Lempicka's most recognizable works, a self-portrait of her in a green Bugatti in 1929.



Chevrolet ad – 1920s

Timeline – 1927

Year	Event
1927	The first transatlantic telephone call is made from New York City to London
1927	Charles Lindbergh makes 1st solo transatlantic flight in Spirit of St Louis
1927	Gutzon Borglum begins work on Mount Rushmore, finished 14 years later
1927	The Academy of Motion Picture Arts and Sciences is founded
1927	The first talkie motion picture release, <i>The Jazz Singer</i>
1927	Philo Taylor Farnsworth demonstrates prototype television
1927	The BBC is founded
1927	Mae West sentenced to ten days in jail for "corrupting morals of youth"
1927	CBS is formed, goes on the air with 47 radio stations.
1927	Pan American Airways PANAM first flight from Key West to Havana
1927	The play <i>Show Boat</i> , based on Edna Ferber's novel, opens on Broadway
1927	The Holland Tunnel opens to traffic under the Hudson River in New York City

Extended Family

Ralph and Chleo Jarvis settled into a new way of life in Salina. They were in a home of their own.



Chleo's mother Anna Webb visited occasionally. Since Chleo and Ralph had been living with Anna in Larned, Chleo kept in close contact with her extended family.

In 1927, Ralph was age 33 and Chleo was 27. The boys were growing. Mel was age 6 and Donnie was 4.

At work, Ralph was climbing up the ladder very quickly. He surely had a good income. I imagine Chleo had every new electric appliance.



Mel, Ralph, and Don Jarvis – c 1928



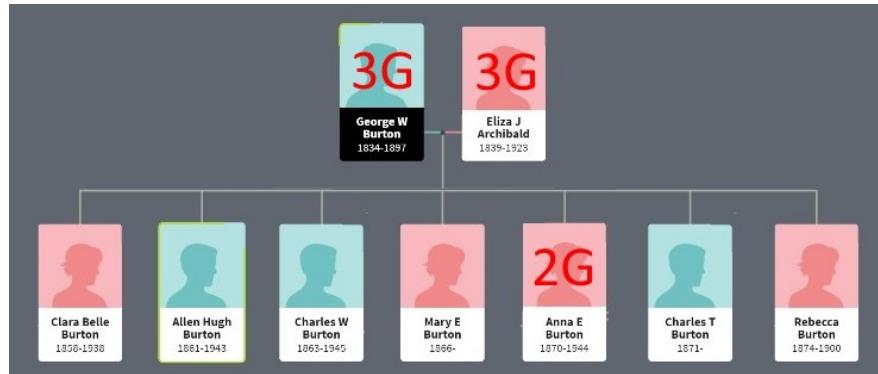
Ralph and Chleo Jarvis with Don and Mel – 1927

Let's catch up with Ralph's extended family. We haven't talked about them since Ralph left Greensburg, Indiana for Kansas in 1916. Ralph visited his mother in Indiana in 1919, on his way home from his WWI military deployment.

Eliza Burton

Ralph's maternal grandmother Eliza Burton lived in Greensburg, Indiana. Recall that when Ralph's father Newton Jarvis died in 1899, his mother Anna had moved back to Greensburg with her children to live with her mother Eliza. Anna's father George Burton had died in 1897.

Eliza had been healthy and lived a good long life. She had been born in 1839 in Illinois and married George Burton in 1857.



In 1923, illness caught up with her, and she died in July 1923. She was age 83.

BULLETIN

Robert Sparks was placed under arrest this afternoon at 3:00 o'clock by Chief H. H. Flint, charged with exceeding the speed limit driving on West Main street.

Harold Winker of Indianapolis and Stanyey Eldridge of Lafayette were the week-end guests of Herschell Burney.

Mrs. Eliza Burton, 88 years of age, remains very low at the home of her daughter, Mrs. James Sparks, on West McKee street. Mrs. Burton's age along with several attacks of heart trouble places her in a very critical condition.



Eliza Burton - c 1920

Obituary

Mrs. Eliza Archibald Burton was born near Peoria, Ill., on the 10th day of November, 1839, and died July 30, 1923, aged 83 years, 8 months and 19 days.

She was married to George Burton, March 19, 1857, at Madison, Ind., and later moved to Greensburg where her husband died on Feb. 22, 1897. Her youngest daughter died August 4, 1900.

She is survived by three daughters, Mrs. William Monroe, of Newton, Kans.; Mrs. Samuel Stafford, of Anderson, Ind., and Mrs. James Sparks, of Greensburg, Ind., and three sons, Hugh, of Canadian, Tex.; Thomas, of Stone Bluff, Okla., and William, of Kokomo, Ind.

Besides her children she leaves a sister, Mrs. Belle Burton, of this city, only surviving relative of her immediate family; 3½ grandchildren, sixteen great-grandchildren, one niece and one nephew, and many other relatives and friends.

She was a member of the Universalist church at Rising Sun, Ind.

Anna Burton Jarvis Mounts Stafford

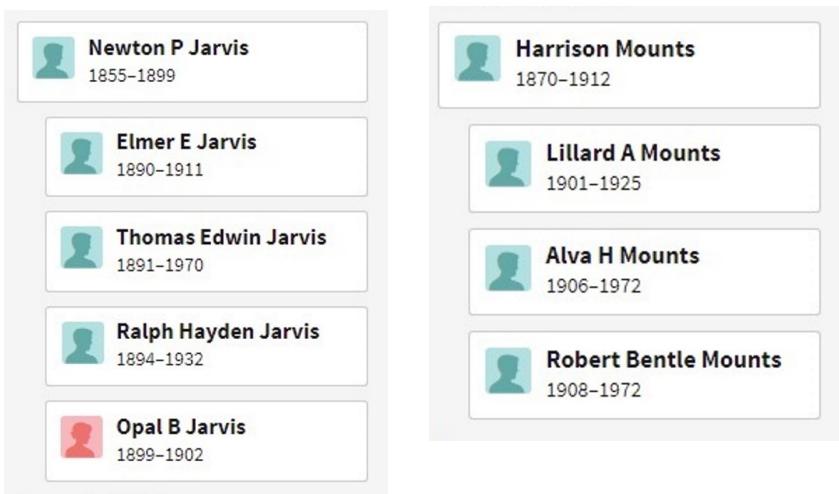
When Ralph's father Newton died in 1899, his mother Anna had moved back to Greensburg into the household of her mother Eliza Burton. Anna and Newton had three sons and a daughter Opal. Opal died in infancy in 1902.

In 1900, Anna married Harrison Mounts. She and Harrison had three sons. So there were six boys in the family:

- *Elmer Jarvis b. 1890 d. 1911*
- *Tom Jarvis b. 1891*
- *Ralph Jarvis b. 1894*
- *Lillard Mounts b. 1901 d 1925*
- *Alva Mounts b. 1906*
- *Robert Mounts b. 1908*



Anna Stafford – c 1920



Harrison Mounts died at a young age in 1912. Anna worked at numerous jobs to support her kids, with help from her mother Eliza.

In 1918, Anna moved from Greensburg to Anderson, Indiana. It was a bigger town and had a booming railroad car industry. She got a job as janitor at Stafford's Stag Apartments and another job as a railroad car cleaner.

In Anderson, Anna married Samuel H. Stafford in 1920. They probably met through her job as janitor at Stafford's Stag Apartments. Stafford



Railroad car cleaner – c 1920

Family Nibbles

had been married and widowed twice. He was a mechanical engineer and had worked in a railroad support industry in Anderson.

Sam and Anna lived at 719 8th Street in Anderson, Indiana.



Samuel and Anna Stafford – 1927



Sam Stafford at 719 8th Street in Anderson, Indiana – c 1925

Tom Jarvis

Ralph's eldest brother Elmer died in 1911, and his sister Opal died in 1902. His next-older brother was Tom, three years his senior.

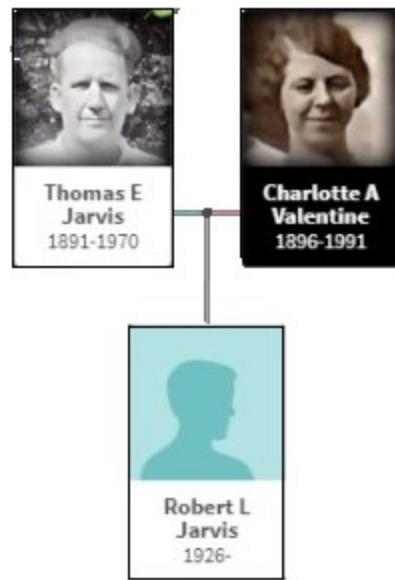
Tom had gone to New York City for work. There he married Charlotte Ann Valentine in March 1916. Her nickname was Lottie.

In early 1927, Tom and Lottie adopted a 1-year-old boy born in New Jersey. They named him Robert Lillard Jarvis for two of Tom's half-brothers Robert and Lillard Mounts.

Ralph invited them to Kansas... to live

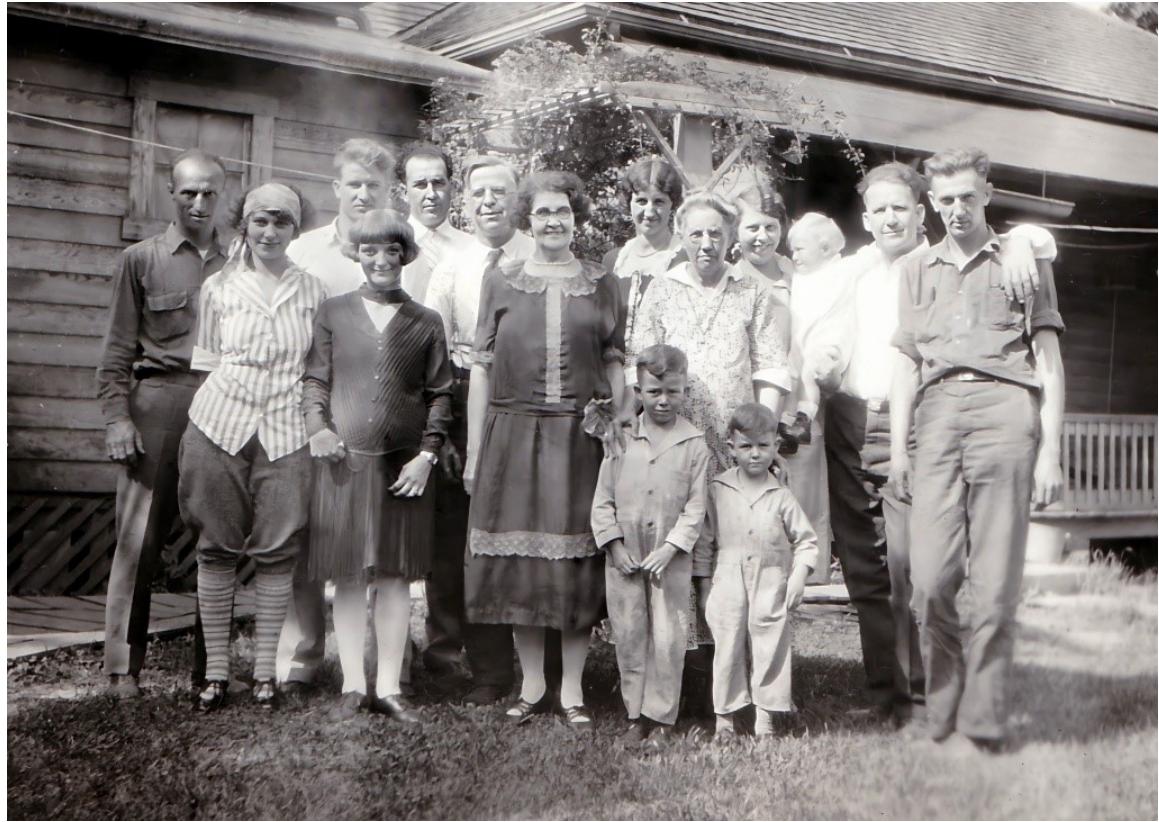
In 1927, Ralph Jarvis was doing well. He invited his mother and brothers to come live in Kansas. And they did. Ralph would provide a place for them to live.

Ralph's eldest brother Elmer had died in Illinois in 1911. His half-brother Lillard Mounts had died in 1925.



Stories of Our Jarvis Ancestors 1920-1938

Ralph's mother Anna and her husband Samuel Stafford came to Kansas, as did Ralph's brother Tom and his wife Lottie and son Bobby. Ralph's half-brother Robert Mounts came with his lady friend. And two of Tom's buddies from New York, Bill and Raul and Raul's lady friend came, too.



Raul from New York and partner, Robert Mounts and partner, Ralph Jarvis, Sam and Anna Stafford, Chleo Jarvis, Anna Webb, Lottie and Bobby and Tom Jarvis, Bill from New York, Mel and Don Jarvis – Saline County, Kansas – 1927



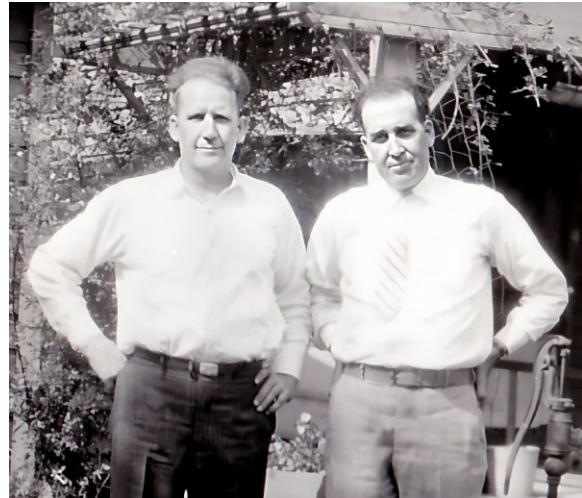
Robert Mounts, Ralph Jarvis, Sam Stafford, Tom Jarvis – 1927



Lottie and Bobby Jarvis, Don and Mel and Chleo Jarvis – 1927

A place to live

Ralph fixed the family up with a place to live. We'll talk more about that in a future post. Stay tuned.

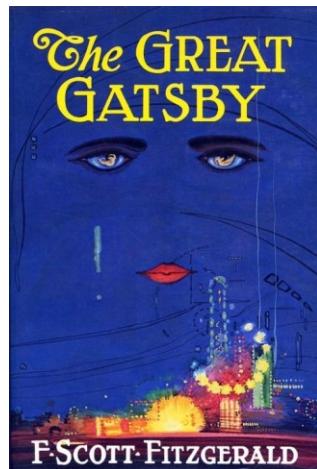


Tom and Ralph Jarvis – 1927

Nibbles Extra Credit – The Roaring Twenties - Literature

F. Scott Fitzgerald's *The Great Gatsby* is the epitome of the Roaring Twenties. Fitzgerald coined the term "Jazz Age", and he wrote of the frivolity and excesses of the young and wealthy.

We've seen that the novel doesn't accurately reflect the lifestyle of most Americans, but it certainly captured their imagination.



*Cover – The Great Gatsby –
1925*



F. Scott Fitzgerald

Lost Generation



*Ernest Hemingway –
passport photo – 1923*

Fitzgerald was among a group of young authors and artists who lived in Paris after the war and whose works reflected their cynical view of American materialism. These were the "Lost Generation", a term first used by Ernest Hemingway in his novel "The Sun Also Rises."

Best books

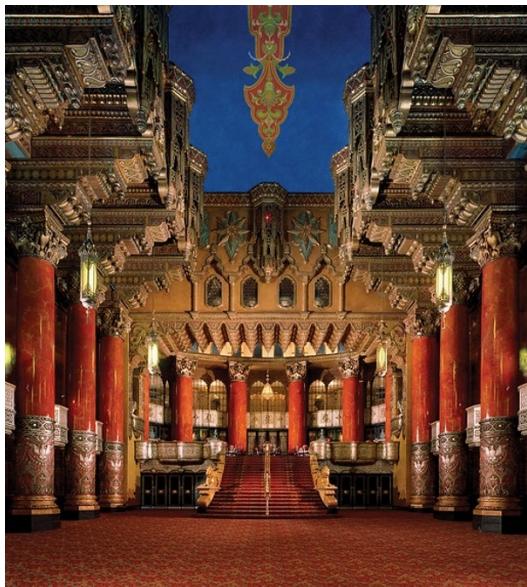
As some of you know, I'm not much of a book reader. And there are hundreds of best-selling books during the decade of the 20s. So I'll quote a list of 10 good books of the 20s from the web site Literary Hub, *A Century of Reading: The 10 Books That Defined the 1920s*. And a disclosure – I haven't read any of them.

- *The Mysterious Affair at Styles* – Agatha Christie – 1920
- *Age of Innocence* – Edith Wharton – 1920
- *A Passage to India* – E.M. Forster – 1924
- *The Great Gatsby* – F. Scott Fitzgerald – 1925
- *Mrs. Dalloway* – Virginia Woolf – 1925
- *Gentlemen Prefer Blondes: The Intimate Diary of a Professional Lady* – Anita Loos – 1925
- *The Sun Also Rises* – Ernest Hemingway – 1926
- *All Quiet on the Western Front* – Erich Maria Remarque – 1929
- *Red Harvest* – Dashiell Hammett – 1929

Art Deco

Art Noveau was fading. Art Deco was on the rise. Art Deco was known for its geometric forms. It was sleek, streamlined, and symmetrical.

Originating in Europe, Art Deco found its way to America in the early 1920s.



Lobby – Fox Theater – St. Louis, Missouri – built
1929

Examples of Art Deco could be found in fine art, architecture, and consumer products.

The Chrysler Building in New York City is a classic example of Art Deco. It was completed in 1930, and for a time was the tallest building in the world, at over 1,000 feet tall.



Chrysler Building – New York



Portrait of Marquis d'Afflito – Tamara de Lempicka – 1925

American Regionalism

Not all artists liked the Art Deco style. Some turned to nostalgic views of the American past and heartland, like Thomas Hart Benton, Grant Wood, and John Stuart Curry.



Boomtown – Thomas Hart Benton – 1928

Top of Their Game

In 1928 and 1929, Public Utility Investment Company continued to thrive, growing ever faster than before. Acquisitions increased several hundred percent during these two years.

The PARADE for JANUARY, 1929

How AND WHY WE ARE GROWING

*Acquisition Department Constantly at Work Investigating New Properties,
Purchasing Desirable Ones, Getting Franchises and in Similar Activities.*

WHY we have grown from a small organization with a personnel of three or four people, in a small office, into the organization you know, with its hundreds of loyal workers, is a question that has possibly entered the minds of more than one who knows about us.

Acquisitions of new properties, wisely made, after far sighted planning and care-

AN ARTICLE
By the EDITOR

to the end that an improved service would be established and maintained.

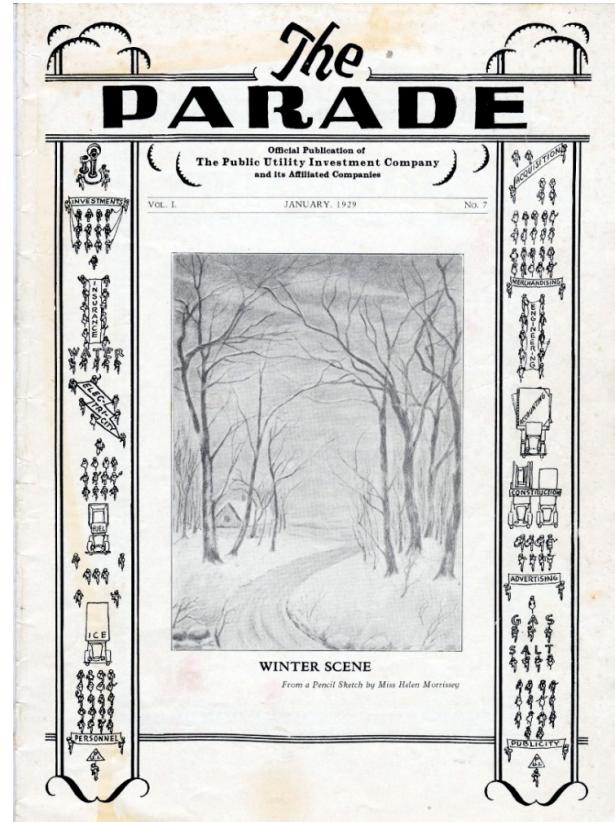
It was realized that just as a man is known by the company he keeps, so is a public service company known by the public confidence it keeps. Though in a great many instances our entering into a new

on its promises. It happens to be the case that in most instances a municipal light plant is looked upon with extreme pride by a considerable number of the citizens, and it is difficult to create a desire to sell. Frequently this is due to the supposition that an electric plant is a profitable enterprise for the city to maintain, though the facts are that many, many such cases are proved just the opposite, when competent

By 1928, Ralph Jarvis was Vice-President of Acquisitions. At age 34, he was everywhere, from small-town telephone companies to big town electric plants. He was traveling more than ever.

The Parade

By 1928, the company was producing a slick newsletter, *The Parade*. Each month it featured stories about the various local telephone and utility companies and the people who worked there. And each month it featured stories about home office people. It was very forward-looking.



The Parade – January 1929

Family Nibbles

In January 1929, *The Parade* featured a writeup on the Acquisitions Department, headed by Vice-President Ralph Jarvis.

Family Nibbles

The PARADE

Naturally, our entry into the gas business was not done without the trained and experienced men who have had extensive training in the particular problems involved. Such men have been added to our personnel from time to time as the state in which business is transacted.

R.H. Jarvis Vice-President
Margaret Quinn Secretary to Mr. Jarvis
Roy A. Smith
J.R. Murphy
J.W. Densford
J.T. Mulroy

PERSONALITIES OF THE ACQUISITION DEPARTMENT

These folks constitute the personnel of the important department whose function it is to add new holdings to our group. They are few people to know; with such our readers could meet them personally.

It will be seen that in order to serve the best interests of the many investors whose money is used to buy properties which require extreme caution must be used in what we buy and at what price and conditions. For this reason our Acquisition De-

partment has a record of which our other officers and directors are unusually proud. The approval of our president, Mr. Nathan L. Jones, is rarely withheld after Mr. Jarvis makes his recommendations to purchase.

WHEN it is realized that during the past year and a half the aggregate value of our holdings has increased several hundred per cent., it may be better understood just how effective is the work of this very important department of ours.

In a rather personal sense, it may be considered the duty of every employee of our company to inform Mr. Jarvis or any of the Acquisition Department of cases which come to their attention, of proper-

turn to page 16

Acquisitions Department - The Parade – January 1929

Acquisitions galore

Sometimes, an acquisition happened quickly and without competition. That was true of some local telephone exchanges. The owner was usually delighted to cash in his or her chips.

Larned-Public Utilities Investment Company recently purchased Holman Ice & Coal Company here.

RANCHISES IN THREE CITIES

Plant Change Hands

R. H. Jarvis, vice-president of the Western Light and Power corporation of Salina was in Caldwell yesterday making preparations to take charge of the city light and water department, which is today changing control from public to private ownership.

APPROVE PHONE CO. SALE

It was announced late last week that the recent sale of the Ellis Telephone Company to the Public Utility Investment Company, Salina has been approved by the State Public Service Commission. The exchange was purchased from Maria R. Hull, owner, and involved a consideration of \$40,000.—*Ellis Headlight*.

Appear to Buy

After allowing bills the city commissioners of Caldwell listened to R. H. Jarvis of the Western Light and Power company and Joe Eason of the Anthony salt plant both of whom wish to buy the city light and power plant. Both prospective bidders suggested that the city commissioners ask for bids on the plant, choose the best one and let the voters pass upon the matter of granting a franchise.

Mid-size electric utility companies were another story. Unlike earlier years, now there were competitors trying to acquire the utility. It produced bidding wars, causing each competitor to up their offer. It sometimes produced bitter sentiment among the residents, who didn't want to give up their municipal electric plant.

Woodward campaign

More and more often, Ralph would be involved in these protracted negotiations and local politics. Woodward, Oklahoma was an example of a difficult campaign.

Recall that Oklahoma Gas & Electric had bought out Jones and Jarvis' United Power Company in 1925. Now OG&E and another bidder were competing with Western Light & Power for Woodward's electric plant. Ralph Jarvis was representing Western (another holding company of Public Utility Investment Company).

Ralph had been on numerous trips to Woodward from the end of 1927 and into 1928. In January 1928, Ralph promised rate reductions.

After a year of politics and bidding wars, Ralph and Western offered the high bid of \$505,000. That bid was \$185,000 higher than the high bid a year earlier.

Ralph and Western Light & Power won the competition, but there were recalls and lawsuits that followed for another year.

WESTERN LIGHT RATE DECREASE IN YEAR \$9000

Sale Would Be Worth \$36,927 To The City First Year

Rate reduction to Woodward light and power users would amount to approximately \$9,000 in a year with the proposed Western Light and Power company in charge of the local power plant.

At least this is the contention of R. H. Jarvis, vice-president of the Salina, Kan., firm, who appeared before the city council Monday night in an endeavor to be considered as a prospective buyer.

The sale now would be worth \$36,927 to the city. Using \$320,000 as a suggested purchase price the sale

WOODWARD, OKLAHOMA, TUESDAY, JULY 10, 1928

\$505,000 FOR CITY

OKLAHOMA GAS AND ELECTRIC CO. BOOSTS OLD OFFER BY \$120,000

Panhandle Public Service Company Is Third To Seek Purchase Of Municipal Plant; High Bidders Now Serving 38 Towns; Eager To Get In Here

Woodward's municipal light and power plant overnight has jumped in value \$185,000.

Nearly sold a year ago for \$320,000, the city council Monday night received an offer of \$505,000 from the Western Light and Power company of Salina, Kan.

The Panhandle Public Service Company recently received an offer of \$320,000, submitted a cash offer of \$440,000. The Panhandle Public Service company, a subsidiary of the Oklahoma Northern Utilities company with headquarters at Ponca City, offers \$350,000.

Nathan L. Jones is president of the company. R. H. Jarvis, vice-president, and Vashel, jr., city engineer, that Smith, commercial superintendent, Sixth and Ninth streets, job terms were at the Monday night session to represent their group. The company is capitalized at 100,000 shares, no par value.

Agreement was reached with Vashel, jr., city engineer, that Smith, commercial superintendent, Sixth and Ninth streets, job terms were at the Monday night session to represent their group. The company is capitalized at 100,000 shares, no par value.

Contracts herebefore have been by streets with no time limit designated.

J. E. Young was the only councilman.

WOODWARD, OKLAHOMA, WEDNESDAY, SEPTEMBER 12, 1928

What Is Necessary To Build A Town?

By R. H. JARVIS, Vice-President Western Light and Power Corporation

The heading of this article is a big question. We came to your town for the purpose of locating among you and being one of your business associates. We submitted a fair, reasonable proposal to you for the purchase of your electric plant. We were the highest bidders. We had the lowest schedule of rates. We are in a position to make Woodward a central station, serving many communities out of here.

The morning after the acceptance of our bid we were met with open arms by almost everyone. For a very short time there was peace and harmony in Woodward. Soon after, however, the old factions started lining up together. Some that were in favor of the sale turned against us because someone not of their faction.

but because they did not feel that Woodward had room for such an industry, that there are no opportunities.

Woodward, Oklahoma campaign – 1928

Read *The Parade*

You'll enjoy reading the January 1929 issue of *The Parade*. It has stories about people who worked in the local utilities. It has a page with recipes. It has a page of jokes (not PC today).

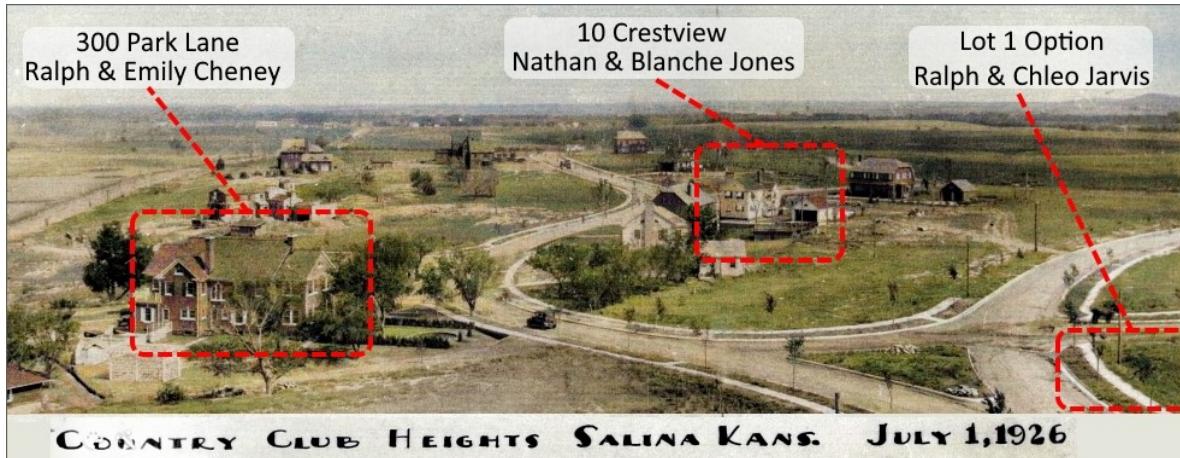
Read *The Parade - January 1929*. <http://familynibbles.com/the-parade-january-1929/>

Nathan Jones is a utility tycoon, and more

Nathan Jones had become a utility magnate. At age 36, he had a flourishing business. But Nathan Jones had a lot more going on in his life.

Home

Nathan Jones was one of the founding stockholders of the Country Club Heights in 1925. It was an upscale housing development on the east edge of Salina.



In 1926 he built a beautiful home for his family at 10 Crestview.



10 Crestview, Salina – 2021

JoMar Farms

Jones had established a model farm a mile east of Salina. He named it Jo-Mar Farm, for Jones and Marx, his wife's maiden name.



Jo-Mar Farm

Ed. note: When I was growing up in Salina, we got milk from Jo-Mar Dairy delivered to our front porch.

Show horses

One of Nathan Jones' more expensive hobbies was show horses. He bought and sold and showed the top horses in the Midwest. At one American Royal show, he spent \$30,000 on horses and equipment.

Salina Banker Buys Fine Harness Teams

Kansas City, Nov. 24. (AP)—A string of heavy harness and saddle horses exhibited at the American Royal livestock and horse show here were purchased last night by Nathan L. Jones, investment banker of Salina, Kans.

Four saddle horses, trend of fashion, Jo-Mar, Sir Knight and Captain Jenkins, were purchased from Herbert M. Woolf, Kansas City, for a reported price of \$10,000.

The four harness horses displayed by Bridgford Brothers of Joy, Ill., Prince George, Princess Mary, Corinth and Light Commander, and vehicles and harness were sold to Mr. Jones for a price understood to be \$20,000.

Mr. Jones said he still was looking for a 5-gaited saddle mare "that will make them stand up and take notice."

The Iola Daily Register - November 20, 1928

SILVER LADY OF JO-MAR FARM

Jo-Mar ICE CREAM

This is Silver Lady of Jo-Mar Farm, owned by Nathan Jones, which pleased thousands of spectators here during the Fall Festival

With keen appreciation for the cooperation received, the management of Salina's First Annual Horse Show has given their most sincere thanks to the military organizations of this section who were so helpful in making the city's first attempt of such a colorful endeavor a most decided success. The Horse Show was held in Kenwood Park during the night sessions of the First Salina Fair of the week of October first.

The affair was made possible by the horse lovers of this section, especially; Nathan L. Jones, owner of the Jo-Mar Farms; Major Russell Cravens of the 161st F. A., K. N. G. and W. J. Cunningham, manager of the Arnold Motor Co., of Salina. All commendation must be given to Cadets Kintz and Ripley II of the St. John's Military School.

The Skirmisher - October 18, 1928



Silver Lady of Jo-Mar Farm, owned by Nathan L. Jones, Salina utilities magnate, which will be in Marysville to entertain the crowds. She will appear both afternoons and evenings.

SALINA, KANSAS MARYMOUNT COLLEGE

The Home Economics class hiked one mile east of the College to the famous Jo-Mar Farm to see where milk and eggs are produced in the ideal sanitary way. Mr. Nathan Jones acted as guide for the group of 15; he first took the students into the white-tiled dairy and explained the cooling system by which the bacteria in milk is reduced to that permitted in certified milk. He gave each a drink out of the new styled individual bottles such as are in use on the dining cars between here and Denver. Then the group was taken to the poultry house in which the chickens are aroused each morning at 4 by an automatic alarm. The hens are kept in trap nests; their numbers recorded on ankle bracelets; and the eggs laid are charted. In the stables are many valuable horses, one of which, King George, was hitched to a cart in order that the visitors might enjoy a real buggy ride. Finally the pure guernseys were displayed.

The Catholic Advance – October 19, 1929

Philanthropist

Nathan Jones was generous with charities and civic organizations. One of his favorite causes to support was 4H.

He established a scholarship at Kansas State College.

Jones donated a Steinway grand piano and oriental rugs to Marymount Catholic College in Salina.

The lounge presents an appearance of luxury far in excess of expectations. Through the generosity of Mr. Nathan Jones have been added a Steinway Concert grand piano and six American Oriental rugs.

The Catholic Advance – January 18, 1930

Political influence

Nathan Jones was active in Democratic politics and lobbied for political influence.

He even gave Kansas Governor Woodring a horse, which was the subject of political sniping.

Nathan Jones, president of the Public Utility Investment Co., of Salina, is here on business at the local office of the firm and also attending the state Democratic convention.

The Hutchinson News – April 24, 1928

TROPHY AND SCHOLARSHIP FOR CHAMPION MEMBER 4-H DAIRY CLUBS IN KANSAS



Nathan L. Jones Trophy, with insert showing the donor and an air view of Jo-Mar Farm at Salina

SALINA, KANSAS.—A special award of interest to members of 4-H Dairy Clubs in Kansas has been announced by Nathan L. Jones of this city, in the form of a silver Trophy and a Scholarship at Kansas State Agricultural College.

The trophy is a beautiful silver cup, 29 inches high. It will be a perpetual award, to be competed for each year, beginning this year. Under the conditions of the award

to do so. The whole plan is to be described in a booklet soon to be issued. It will be sent to anyone writing for a copy to Mr. Jones at Salina.

It is expected that these awards will arouse considerable interest in dairying among the boys and girls who will largely compose the leaders of rural activity a few years hence. This industry can be developed to a high degree of success in Kansas with the natural advan-

farmers are taking an intense interest in dairying as a result.

Calf Club Organized

In addition, a 4-H Calf Club for the County has been financed by Mr. Jones, the Salina Journal and three leading banks in Salina. Almost 100 Guernsey calves have been brought into the county from Wisconsin and Minnesota under this plan, and distributed to 4-H members. These are under the su-

The Preston News – May 30, 1930

The Gift Horse

Editor Spear:—I see by the Kansas City Star, that Governor Woodring is being taught how to ride the horse presented to him at Salina.

I have been in doubt about that horse, even since the Governor accepted it, and I hope he will be careful. I do not think there will be any danger of the horse kicking the Governor bucking him off, but that horse

is far to go from admiration to imitation.

I just wish that Nathan Jones would take that horse back, and substitute a

The Spear – June 1, 1931

Nibbles Extra Credit – The Roaring Twenties - Aviation

Aviation “took off” in the 1920s. The decade saw the first regular air mail flights, the first transcontinental and transatlantic flights, and the first commercial passenger flights.

Barnstorming

Barnstorming was an exciting fad after World War I. Many of the pilots were ex-military aviators. They would stop at a small town for a few days, using a field for a landing strip. There would be an airshow, and passenger rides.

One excited passenger in Larned in 1919 was Nathan Jones. Jones was a fan of airplanes and aviation thereafter, as we shall see.

Barnstorming came to an end with federal safety and aviation regulations put into effect in 1927.

AEROPLANE GIVES THRILLS TO LARNED

IS GIVING FLIGHTS FROM PASTURE SOUTH OF CEMETERY

Warren P. Kite, of Springfield, Mo., and E. E. Seegesser, formerly of Lyons, who have been giving aeroplane exhibitions at the Old Settlers reunion at Kinsley, landed in a pasture south of the Larned cemetery Saturday afternoon.

Nathan L. Jones was another thrill fiend, who went up Saturday afternoon. He said:

“I thought that this would be one time where I would get some real speed, but after we were in the air it seemed we were just poking along, and the first thing I knew we were seven miles up in the valley. I didn't feel squeamish except the first time we turned and believe me I hung on tight. I would like to take a real long flight and I'll do so when I get the chance.”

The Tiller and Toiler – June 19, 1919

Charles Lindbergh

In 1927, Charles Lindbergh gained international fame with his solo nonstop transatlantic flight. His New York-to-Paris flight took 33 hours.

Air Mail

In the mid-1920s, regularly scheduled air mail flights were common. They helped jump start the airline industry.

Passenger flights

The story of the first passenger service is interesting.

The Guggenheim family had made a fortune in mining. In the mid-20s, they focused on giving back to society. They set up a fund in 1927 to create and sustain passenger air travel. They selected Western Air Express as their “model” airline. They planned routes with communications and weather services.



Charles Lindbergh – ten days after his solo flight over the Atlantic Ocean in May 1927

Family Nibbles

On May 23, 1926, two passengers, Ben Redman and his friend J.A. Tomlinson sat atop mail sacks on a flight from Salt Lake City to Los Angeles. They had their own parachutes and took a tin cup for their in-flight lavatory.

In the remainder of 1926, about 6,000 passengers flew. By 1929 the number of passengers had grown to 173,000.

Ralph and Chleo fly to Virginia

Among those early air travelers were Ralph and Chleo Jarvis, who flew to Virginia in 1930. I'm guessing their route was via Washington, D.C., because we have their home movies of D.C. I'm guessing they flew on a Ford Tri-Motor, because almost every airline flew the Tri-Motor.



Ford Tri-Motor airplane – 1920s

Jones private plane

By 1929, Nathan Jones had a private airplane – or two. And Ralph Jarvis used the company plane, like this article where he visited Woodward, Oklahoma by plane. Pretty progressive for 1930.

H. F. Brower of Lindsborg, founder and president of the Brower's Air Service Corporation, has turned over his controlling interest in the firm to Nathan L. Jones, Salina utilities magnate.

The sale will not affect the operation of the passenger line between Oklahoma City and Omaha, Mr. Heidel stated.

Included in the property bought by Mr. Jones were two new Stinson-Detroit six-passenger cabin planes, used on the passenger line, 220 shares of preferred stock in the corporation and 2,592 shares of common stock. All of the stock is non-par.

R. H. Jarvis, vice-president of the Western Light and Power Corporation, Salina, Kansas, was in Woodward Monday and Tuesday of this week looking after business interests of the company and visiting his many Woodward friends. Mr. Jarvis came down via airplane and returned the same way.

Ralph Jarvis visits Woodward, Oklahoma by plane – Woodward News Bulletin – March 28, 1930

Jones buys an airline

Does it surprise you that Nathan Jones bought an airline? Of course not.

It was a short line, with service between Oklahoma City and Omaha.

The Lindsborg Progress – August 14, 1930

Timeline – 1928

Year	Event
1928	After 19 years of Model T production, Ford unveils the Model A
1928	Alexander Fleming discovers penicillin, introducing age of antibiotics
1928	Mickey and Minnie Mouse first appear in Plane Crazy and Steamboat Willie
1928	Sliced bread and bubble gum were invented
1928	The Oxford English Dictionary is published
1928	Ralph Jarvis is vice-president of acquisitions for Public Utility Investment
1928	First regular television programming begins in Schenectady, GE's WGY
1928	World's largest hailstone falls in Potter, Nebraska, 17" diameter, 1.5 pounds
1928	Jean Lussier goes over Niagara Falls in a rubber ball
1928	An iron lung respirator is used for the first time at Children's Hospital, Boston
1928	Herbert Hoover wins by a wide margin over Governor Al Smith of New York

A Cattle Ranch

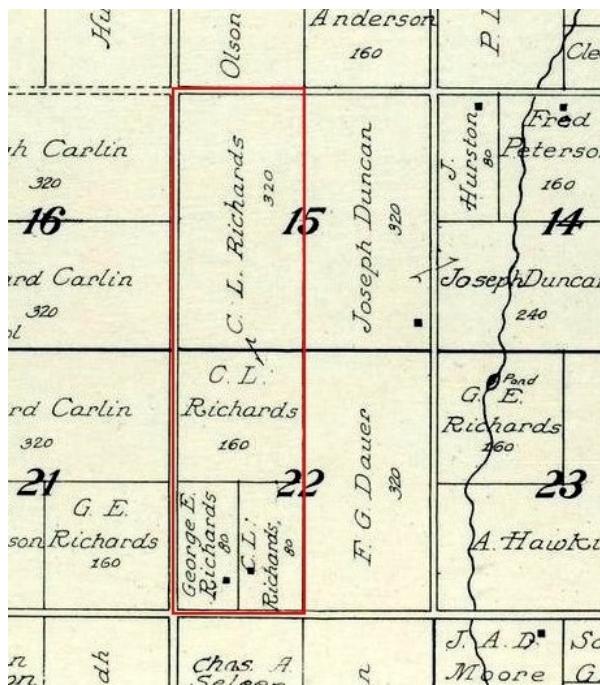
Ralph and Chleo Jarvis bought a ranch southwest of Salina.



Jarvis ranch - 1929

In 1927, they had rented the ranch from C.L. and George Richards.

In March 1929, they bought the biggest part of the ranch from C.L. and Della Richards. In 1931, they bought the final part from George E. Richards.



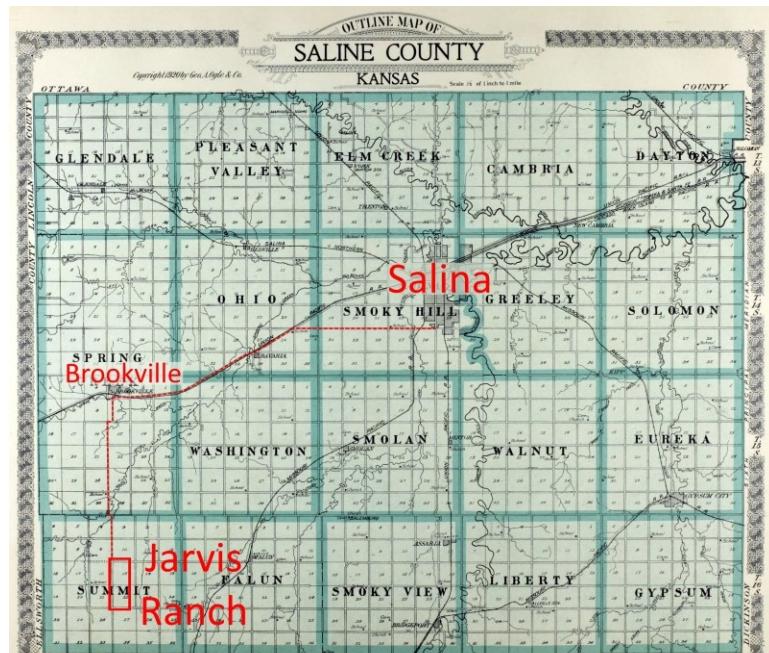
DEED RECORD NO. ■ 89		GENERAL WARRANTY	477
General Property Sales Co., Saline, Kans.		STATE OF KANSAS, SALINE COUNTY, SS.	
Charles L. Munson, Richards, & wife		This instrument was filed for record on the ... 1st ... day of ... March ... A.D. 1929, at 4:00 o'clock P.M. To ... R. H. Jarvis ... By ... Francis D. Stark ... Register of Deeds. Deputy.	
C. L. Richards		THIS INDENTURE, Made this first day of March, A.D. 1929, between Charles L. Munson Richards and Della J. Richards his wife of ... Saline ... County, in the State of ... Kansas ... of the first part, and of ... Saline ... County, in the State of ... Kansas ... of the second part: WITNESSETH, That the said parties of the first part, in consideration of the sum of One (\$1,00) Dollars and other valuable Consideration ... DOLLARS the receipt whereof is hereby acknowledged, do by these presents Grant, Bargain, Sell and Convey unto said part. q. of the second part, ... heirs and assigns, all the following-described Real Estate, situated in the County of Saline and State of Kansas, to-wit: The East Half of the Southwest Quarter of section Twenty Two (22), and the Northwest Quarter of section Twenty Two (22) and the West Half of section fifteen (15) all in Twp. 16 S. Range 5 E. South Range Line (S) west in Saline County, Kansas.	
C. L. Richards		TO HAVE AND TO HOLD THE SAME, Together with all and singular the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining, forever. And said ... Charles L. Munson Richards and Della J. Richards heirs, executors or administrators, do hereby covenant, promise and agree, to and with said parties of the second part; that at the delivery of these presents, ... their ... heirs, lawfully seized in their own right, or their and their spouses, in fee simple, and in full right, stipulate that the same shall be delivered as premises, with all appurtenances; that the same are free, clear, discharged and unencumbered of and from all former and other grants, titles, charges, judgments, taxes, assessments and incumbrances, of what nature and kind soever; ... except existing encumbrances, now or hereafter.	
George E. Richards		and that ... their ... will Warrant and forever defend the same unto said part. q. of the second part, ... heirs, executors and administrators, against all part. q. of the first part, ... their ... heirs, and all and every person or persons whomsoever, lawfully claiming or to claim the same. IN WITNESS WHEREOF, The said part. q. of the first part has ... their ... hand, At, the day and year first above written. ... Charles L. Munson Richards Della J. Richards ...	
G. E. Richards		State of Kansas, ... County, ss. BE IT REMEMBERED, That on this ... first ... day of ... March ... A.D. 1929, ... before me, the undersigned, a Notary Public in and for said County and State aforesaid, came ... Charles L. Munson Richards and Della J. Richards their ... wife ... (notarial Seal)	
Chas. A. Seeler		to me personally known to be the same person(s) who executed the within instrument of writing, and duly acknowledged the execution of the same. ... IN WITNESS WHEREOF, I have subscribed my name and affixed my ... official ... seal,	

Deed - R.H. Jarvis from Charles and Della Richards -

1929

The land

The ranch was 640 acres, consisting of the west half of sections 15 and 22 in Summit Township in southwest Saline County. It was about 20 miles from Salina.



Jarvis ranch, Summit Township, Saline County, Kansas

The land was pasture in rolling hills and watersheds. It's located in the area named Smoky Hills, west of Salina.

Home movies

Ralph and Chleo had the latest gadgets. Among those were a movie camera and projector. Throughout this story, there are snippets of home movies filmed at the ranch in 1929. In 1929, Ralph was age 35 and Chleo was 29. Mel was age 8 and Don was 6.



To watch the videos, check out this post in the blog - familynibbles.com – 185 – A Cattle Ranch.

Ralph's mother and brother lived there

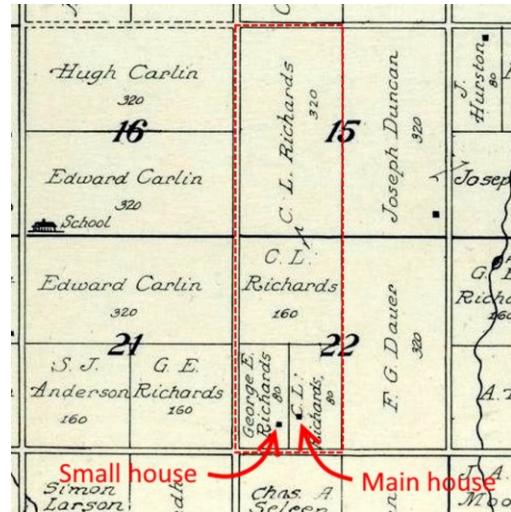
As we read earlier, Ralph had invited his extended family to move to Kansas. They would live at the ranch.

There were two houses on the property, and a barn and corrals.

Ralph's brother Tom and his wife Lottie would live in the main ranch house with their son Bobby.



Main ranch house – 1929



Two houses on the ranch

Two of Tom's buddies came to Kansas with him – Bill and Raul from New York.

Ralph's mother Anna and her husband Sam Stafford would live in the smaller house.



Bill from New York, Tom and Bobby Jarvis, Raul from New York

The Family



Adults l to r - Unknown man, Sam Stafford, unknown couple, Tom Jarvis, Robert Mounts, Ralph and Chleo Jarvis, Anna Webb, unknown woman, Lottie Jarvis. Children l to r - Bobby Jarvis, Mel Jarvis, Don Jarvis

Hereford cattle

Ralph had become interested in raising purebred Hereford cattle. He acquired a herd and a bull. And there were odds and ends livestock – horses, chickens, and a brood sow.



Hereford cattle - Jarvis ranch - 1929

Tom was ranch foreman

Tom Jarvis would look after the ranch and livestock. Bill and Raul would help him. In return, Ralph provided their room and board.



Barn and corral – Jarvis ranch – 1929



Horses



Horses and riding became a passion for Ralph and Chleo and their family. They kept horses at the ranch and rode often.

The boys started riding at a young age. Mel's horse was Sandy, Don's was Chief.



Mel and Sandy, Don and Chief – c 1928



Riding horses at Jarvis ranch - 1929

City Cowpunchers

Ralph and Chleo made a social event of horseback riding. They and friends drove 130 head of cattle from Wilson to the Jarvis ranch. That's over 40 miles!



City cowpunchers - Jarvis ranch - 1929

The ranch today



CITY COWPUNCHERS

SALINA FOLKS DO SOME HARD HERDING FOR FUN

One and Two Days In Saddle An Experience That Yields Painful—Sunburn!

Mr. and Mrs. R. H. Jarvis, Mr. and Mrs. Sherley Stewart and James Mulloy held a "Frontier Days" celebration all their own this week when they took turns driving 130 head of white-face yearlings from near Wilson to the Jarvis ranch near Salemborg. Mr. and Mrs. Jarvis and Mr. Mulloy went to Wilson Tuesday where their horses awaited them, these being sent by truck from the Jarvis ranch. They rode trail on the cattle for the next two days and in spite of the rainy weather encountered, were well weather beaten and sunburned by the time they arrived.

Mr. and Mrs. Stewart "hired on" on Thursday and helped complete the drive, thus getting a full day of riding. One horse was borrowed from the ranch where the cattle were procured, so Mr. Mulloy wound up the event Friday by riding it home and driving the Jarvis car back to Salina. The "back to nature" experiment was a lot of fun the erstwhile cowpunchers state, despite some rather painful sunburn.

The Salina Journal - 1929



Nibbles Extra Credit – The Roaring Twenties – Politics

In the 1920s, three U.S. presidents governed – Warren Harding, Calvin Coolidge, and Herbert Hoover.

All three were Republican. All three believed the government shouldn't interfere in big business. Banks and stock markets and utilities were unregulated.

Warren Harding (1921-1923)

When Harding took office in 1921, the U.S. was still in a post-WWI depression, with unemployment around 20% and high inflation.

Harding had a mandate to “restore normalcy.” Americans wanted to forget the war and recession and have peace and prosperity. Normalcy would be achieved under Harding, and the economy would take off. Modern elements like automobiles, telephones, motion pictures, and electricity fueled the boom.

Harding’s policies, his personality, and the return of prosperity made him very popular. His sudden death in 1923 was a shock to the nation. But it soon became clear that his administration had been very corrupt.



Warren Harding

Calvin Coolidge (1923-1929)

"Silent Cal" was sworn in at his rural home in Vermont after the sudden death of Warren Harding. Coolidge continued the laissez-faire policies of Harding and cut taxes on the wealthy. The economy soared.

Coolidge famously said, "the chief business of the American people is business."

Coolidge was a reformer and cleaned up the corruption of the previous administration. Coolidge easily won re-election in 1924.

From 1922 to 1929, stock dividends rose by 108 percent, corporate profits by 76 percent, and wages by 33 percent. In 1929, 4,455,100 passenger cars were sold by American factories, one for every 27 members of the population, a record that was not broken until 1950.



Calvin Coolidge

Herbert Hoover (1929-1933)

Herbert Hoover took office in January 1929. His first eight months in office proved him to be an able administrator. Then the crash of the markets in October 1929 forever linked Hoover's name with the Great Depression.

Hoover's efforts to restore people's faith in the economy failed. The exuberance of the Roaring Twenties gave way to doubt and fear. Hoover was unable to fix things and would be voted out of office in the 1932 election.



Herbert Hoover

The Great Crash of 1929

The stock market soared throughout the Roaring Twenties. In August 1921, the Dow Jones Industrial Average was 63. By September 3, 1929, the Dow had risen to 381, an increase of more than 600%.

And then it crashed.



In March 1929, a small stock crash occurred as investors started to sell off stocks, exposing some cracks in the market's value. Then, from June to September, the market gained 20%. On September 3, 1929, the Dow closed at a record high of 381.

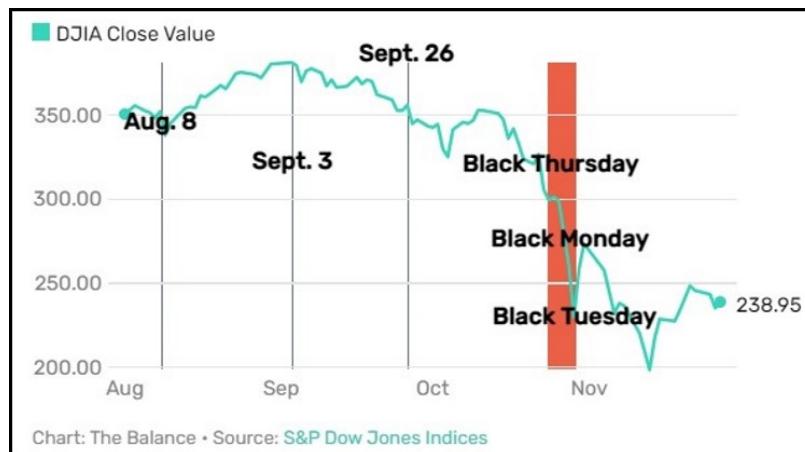
Later in September, there were selloffs. Prices bobbed and weaved. There were several days of big losses. But three particular days are generally labeled as the Great Crash:

Black Thursday – October 24

When the markets opened, people began selling, and selling more.

Trading grew frantic. Ticker tapes were behind as much as 90 minutes. Phone calls got busy signals. Crowds gathered outside the NYSE trying to get information. Police were called. It was not yet noon on October 24.

By closing, the Dow had dropped 9%.



Black Monday – October 28

On Black Monday, investors faced margin calls. They owed more than the stocks were worth. They lost everything. The Dow declined nearly 13%.

Black Tuesday – October 29

On Black Tuesday, the market dropped nearly 12%. Billions of dollars were lost, wiping out thousands of investors. The next day, panic selling reached its peak with some stocks having no buyers at any price.

The slide continued...

By mid-November, the Dow had dropped almost 50%.

Surprisingly, the largest losses in the market didn't happen during 1929, but through the next three years. By summer 1932, stocks had lost almost 90% of their value. The Dow was at 41, its lowest value of the 20th century.



Causes

Experts and pundits blamed many things for the Great Crash. Among those were oversupply of goods, poor agricultural markets, declining construction, and margin stock trading. More blame was assigned to low wages, high debt, and large bank loans that could not be repaid.

Another cause is mentioned, that of public utility holding companies. By 1929, thousands of electricity companies had been consolidated into holding companies, many of which were owned by higher-level holding companies.

Public Utility Holding Companies

In September 1929, public utility companies comprised 18% of the value of shares on the NYSE. In October 1929, the government announced that public utility holding companies would be regulated. Prices plummeted as fear and uncertainty caused people to dump their utility stocks.

During the month, twenty-nine public utilities (tabulated by the *New York Times*) lost \$5.1 billion, by far the largest loss of any of the industries listed by the *Times*.

Nathan Jones' companies weren't traded on NYSE

Jones' companies' stock prices weren't traded on the public stock exchange, so they didn't crash. But they were in the same industry, so Jones' companies found it harder to find new investors.

Jones' companies continued on...

In the face of the stock market crash, Jones' companies continued to pay dividends. The company increased advertising, touting its safety and security.

DIVIDEND NOTICE

Regular quarterly dividend of \$1.75 per share has been declared upon the 7 1/2 Preferred stock of

Western Power, Light & Telephone Co.

and checks were mailed on July 1, 1930, to holders of such shares whose ownership was recorded on the books of this company at the close of business June 15, 1930.

The Public Utility Investment Company

NATHAN L. JONES, Pres.

General Office

Sedalia, Kansas

The Manhattan Mercury – July 3, 1930

Here's an ad that ran just three weeks after the Great Crash. It promises that Public Utility Investment Company only deals in securities based on actual earnings.

The company touts its steady past performance.

Meanwhile, acquisitions continued at a breakneck pace.

A STATEMENT OF POLICY

by

The Public Utility Investment Company

**CITIZENS' TELEPHONE SELLS
Republic City Phone Co. Is Bought
By Salina Holding Corporation**

The **Citizens' Telephone Company** of Republic was sold last week to the **Public Utility Investment Company**, holding corporation of **Salina**, Kan., consideration in the sale being \$17,240.00. Par value of the stock in the local company was \$25 and the figure paid for the business represented a gross to stockholders of \$55 per share, or a profit of \$30 per share.

Although possession has already been given no immediate changes in management were made, but a re-organization is contemplated in the near future.

The Belleville Telescope -
July 10, 1930

BUYS TELEPHONE PLANT

The Western Power Light & Telephone Company which owns and operates, through its subsidiaries, 160 telephone exchanges in the states of Kansas, Nebraska, Iowa, Oklahoma, Missouri, and Texas, has recently added the Kansas Home Telephone Company to its system. The entire group now has a total of 55,740 customers, including the patrons of The Kansas Home Telephone Company.

The Neosho Falls Post
- June 26, 1930

LIBERAL CREAMERY IS SOLD

Liberal, Feb. 11 — An important business change in Liberal is the announcement of the purchase of the Kaufman creamery by the Public Utility Investment company, the deal being consummated recently and the property made a part of the Western Pure Milk Products company, all of which is owned by the Public Utility company.

The Garden City News -
February 13, 1930

BUYS ICE COMPANY

Salina, July 21.—The Kansas Ice company, a Lee subsidiary, has been sold to the Western Ice Utility company, a concern controlled by the Public Utilities investment company. The price was \$75,000.

The Council Grove Republican
July 31, 1880

Another new office

The company had outgrown its new 1927 office space. In 1929, it built a new building in downtown Salina with 1/2 block frontage.



THE RECENTLY COMPLETED UNIT WHICH NOW HOUSES
A PART OF OUR GENERAL OFFICES
As this is written moving operations are under way that will place all of the executives of the
Company in this new building except those connected with the Accounting Department which will
occupy the entire second floor of our present building.



The office today
118 West Iron Avenue, Salina, Kansas

But there were pressures

Investors became cautious of buying stock in public utility holding companies. There was increasing regulation of utilities. Acquisitions were becoming more competitive. There was pressure to lower rates.

A boom or a crash?

Would the Public Utility Investment Company and its empire continue to thrive and grow? Or would it succumb to the Great Depression?



Timeline – 1929

Year	Event
1929	Martin Luther King born in his grandfather's house in Atlanta, Georgia
1929	The Dow Jones (DJIA) peaks at 381.17, won't reach that again until Nov 1954
1929	Stock market crash precipitates the Great Depression
1929	Ralph and Chleo Jarvis buy 640 acre ranch 9 miles south of Brookville, Kansas
1929	The Academy Awards debuted
1929	Vatican City becomes independent state within Rome after Lateran Treaty
1929	The Grand Teton National Park in Wyoming is established by Congress
1929	San Francisco Bay Toll-Bridge opens, longest bridge in the world
1929	1st Academy Awards presented at Hollywood Roosevelt Hotel, "Wings" wins
1929	First demonstration of color TV, by H. E. Ives and Bell Telephone Laboratories
1929	Sunglasses made from celluloid by Foster Grant for sale in Austin Texas
1929	Hoover tells Congress the worst effects of stock market crash are behind us

Big Deals

The market had crashed in October 1929. But Nathan Jones' empire had ambitious growth plans.

When the new year of 1930 dawned, there were big deals in the works.



Four big deals

Ralph Jarvis and his acquisition department had increased the portfolio of holdings by several hundred percent over the last few years. By the end of 1929, after five years in business, Public Utility Investment Company and its affiliates had operations in over 170 communities.

Here are four big deals that happened in 1930.

But first, a promotion

Before we look at the four big deals, here's another big deal.

Ralph Jarvis was promoted to the newly-created position Senior Vice-President of utility operations. That meant Ralph oversaw all the utility companies. That's a big deal.

In 1930, Ralph was age 36.

Since Ralph was responsible for all utility operations, Nathan Jones could focus on some non-utility companies. That's our first big deal.



Ralph Jarvis – 1930

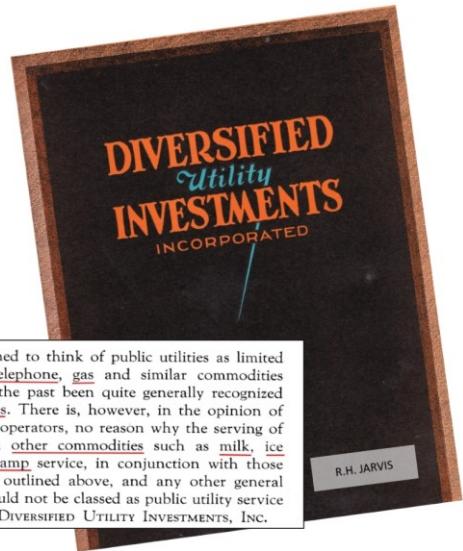
Big Deal 1 – Diversified Utility Investments

Nathan Jones had a new vision. If he could build a company and sell investments by acquiring utilities, why couldn't he do the same in other industries?

Over the last few years, Jones had acquired a few businesses that weren't utilities. What if he placed these companies under a new holding company and grew it by acquisition through selling stocks and

bonds. It wouldn't necessarily hold utility companies, but any industry that could scale up by acquisition.

Jones formed a new company – Diversified Utility Investments. "Diversified" meant that investments might be in any industry.



One is inclined to think of public utilities as limited to electricity, telephone, gas and similar commodities which have in the past been quite generally recognized as public utilities. There is, however, in the opinion of seasoned utility operators, no reason why the serving of the public with other commodities such as milk, ice cream, tourist camp service, in conjunction with those commodities as outlined above, and any other general commodity, should not be classed as public utility service as outlined by DIVERSIFIED UTILITY INVESTMENTS, INC.

Diversified Utility Investments – sales brochure - 1930

Odds and ends holdings



FOLLOW THE SWALLOW TOURIST CAMP NO. 1 AT SALINA, KANSAS

Follow the Swallow Tourist Camps, Inc.

THE bane of the traveler's existence has been the finding of satisfactory and restful places to spend the nights while on pleasure or business tours. It has remained for DIVERSIFIED UTILITY INVESTMENTS, INC., to solve this problem through the organization of FOLLOW THE SWALLOW TOURIST CAMPS, INC., planned to merit a classification as "The Harvey House of the Highway." FOLLOW THE SWALLOW TOURIST CAMPS include every known convenience for the pleasure and comfort of the traveler.

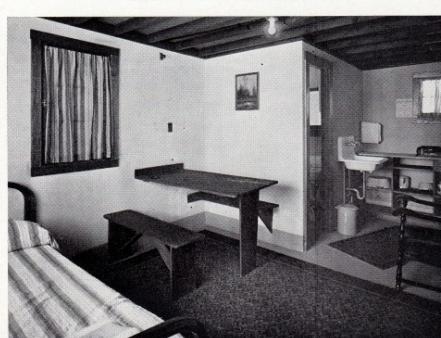
FOLLOW THE SWALLOW TOURIST CAMPS, INC., is the culmination of a thorough trip of inspection made over the main highways of the nation by the officials of the company. Tourist camps were inspected in every important center and a plan was adopted for construction and operation which embraces all the good points of tourist camps and eliminates all the unsatisfactory features, and built to supply a much needed service.

Salina, Kansas will be national headquarters for

The first holdings were Jones' odds and ends.

We saw that he bought a short distance airline serving Oklahoma, Kansas, and Nebraska.

He also bought a struggling company in Salina – Follow The Swallow Tourist Camp. He intended to build it into a large network of hosteries – what we now call motels. Pretty progressive.



Diversified Public Utilities - Sales Brochure - 1930

Family Nibbles

Jones bought a troubled company that owned some Dutch Mill gas stations and tourist camps. He would merge it into Follow The Swallow.

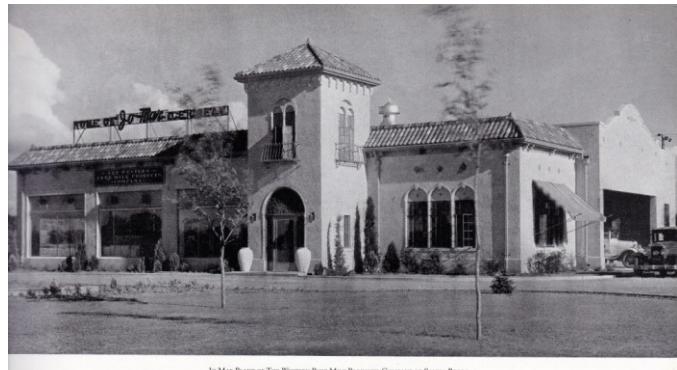


Diversified Public Utilities – Sales Brochure – 1930

FOLLOW THE SWALLOW TOURIST CAMPS, Inc., has purchased the OLD DUTCH MILLS CORPORATION, which consists of thirteen plants. Six of these have cabins, one each in Salina, Marysville, Seneca, Victory Junction in Kansas; Nashua and Leeds, Missouri. There are sixty new cabins being built at these six locations with an expenditure of about \$75,000.00. The old cabins at the different plants have been replastered, painted and equipped with new furniture. These are being equipped with Deep-Sleep box spring mattresses and will be the only cabins in America to be equipped with a Deep-Sleep box spring mattress for \$1.25 per day with garage included. It is planned to give the same high standard class of service at the OLD DUTCH MILLS as at FOLLOW THE SWALLOW TOURIST CAMPS. THE OLD DUTCH MILLS will retain their original design.

Jones had his model dairy farm, Jo-Mar Farm. And he had started a dairy for consumer dairy products, the Jo-Mar Dairy.

Jones created a holding company, Western Pure Milk Products. He placed Jo-Mar into that company. And then he began buying dairy operations in other towns.



Jo-Mar Dairy – Salina, Kansas – 1930

THE WESTERN PURE MILK PRODUCTS COMPANY, manufacturing dairy products including ice cream, butter, cottage cheese, and maintaining commercial milk routes in several industrial cities is an important part of DIVERSIFIED UTILITY INVESTMENTS, INC. With six plants now in operation headed by the Jo-MAR plant at Salina.

THE WESTERN PURE MILK PRODUCTS COMPANY is a Kansas corporation and qualifying for operation in the state of Texas. Plants are maintained at Salina, Junction City, Newton, Pratt, Liberal in Kansas and at Dalhart, Texas. These five cities are all railroad centers, each main-

Diversified Public Utilities – Sales Brochure – 1930

Jones owned the Ford dealership in Salina. He owned Consolidated Printing Company to print all company publications. Public Utility Investment Company had its own insurance company. All these companies were put into the Diversified Utility Investments holding company.

Will it work?

Diversified Utility Investments, Inc. At A Glance

A concise table and brief outline showing the location and type of properties owned and operated or under construction by Diversified Utility Investments, Inc., a new company announced in the September PARADE:

The Western Gas and Utilities Corporation

*Artificial Gas Systems at
Goodland, Kansas
Longview, Washington—Starts operation this month as The Western Gas Company of Washington.*
Kelso, Washington—Starts operation this month as The Western Gas Company of Washington.
Bremerton, Washington—Plant now under construction for The Western Gas Company of Washington.

The Western Pure Milk Products Company

*Creameries and ice cream plants at
Salina, Kansas
Pratt, Kansas
Liberal, Kansas
Dalhart, Texas
Newton, Kansas—Newton Ice Cream Company
Junction City, Kansas—Jersey Ice Cream Company
Dallas, Texas—Construction of plant to start immediately*

Follow The Swallow Tourist Camps, Inc.

Salina, Kansas—No. 1 of a national chain of superior tourist camps with service par-excellence for the auto traveler. Surveys for eight other locations complete.

The Old Dutch Mills

Modern Tourist Cabin Camps Subsidiary to Follow The Swallow Tourist Camps, Inc.

Salina, Kansas—2
Seneca, Kansas
Kansas City, Kansas
Victory Junction, Kansas
Marysville, Kansas
Lindsborg, Kansas
Kansas City, Missouri—4
North Kansas City, Missouri
Leeds, Missouri
Nashua, Missouri

The Western General Agency, Inc.

*General Insurance in standard companies
Salina, Kansas
Kansas City, Missouri
200 representatives in Kansas cities and towns. Handles all insurance for all our Companies.*

Consolidated Printing & Stationery Company

Salina, Kansas—Largest, most modern commercial printing plant and office supply house in Salina, printing a large part of all forms, letterheads, publicity matter, books and booklets for all our Companies, including "The Parade."

Real Estate

Salina, Kansas—Public Utility Building—the fine new office building nearing completion to house the general offices of The Power, Light and Service Company, Western Power Light & Telephone Company, The Public Utility Investment Company, Diversified Utility Investments, Inc., and all the affiliated companies. Also several modern business rooms leased to retail firms.

Salina, Kansas—Jones-Ball Motor Company building—a modern automobile display room, sales and service garage housing the Salina Ford and Lincoln agency.

Other Substantial Permanent Investments

Big Deal 2 – Danville, Virginia electric plant

In March 1930, Danville, Virginia requested bids to take over its electric plant. For Western Power, Light & Telephone (a PUIC holding company), this would be a “large” electric plant. They had mostly small-market towns. This would be a step up.



Downtown Danville, Virginia – 1930

Family Nibbles

Recall the extended campaign for Woodward, Oklahoma electric plant. Ralph and Western Power won the acquisition for \$505,000, after several years of complex haggling. Danville would be much higher profile. It would cost somewhere north of \$4 million.

On April 22, the bids were opened. Ralph and Western submitted their bid of \$4.1 million. Tri-Utilities of New York submitted a bid of \$4.2 million.

A bidding war ensued. The city council adjourned for several hours so the bidders could contact their companies and bankers. The next day Tri-Utilities upped their bid to \$4.35 million. Ralph and Western upped their bid to \$4.3 million.

TY UTILITIES TWO CONCERN IN A SPIRITED BID FOR PLANT

Large Collateral Advantages Offered by Rival Companies—Tri-Utilities Offers Additional \$100,000 for Industries and Similar Amount to Rescuse Old Industry—Western Company Offers Even Larger Investment.

The City Council this afternoon received two bids for the city gas and electric properties in a session which resembled in some respects a high-stake poker game.

The Tri-Utilities Corporation of New York offered \$4,200,000 in addition to \$100,000 for new industries and an additional \$100,000 to be used in starting a new industry in Danville or resurrecting any industry which may have closed here.

The Western Power, Light and Telephone company of Missouri offered the city \$4,100,000 with a number of important collateral advantages which indicated a willingness on the part of the company to make almost the same investment in the Danville field.

At the request of E. H. Jarvis, vice-president of the Western Power and Light company who said that he was not in a position at that moment to increase the bid of his company without consulting his attorney, the bidding was recessed until four o'clock this afternoon when the bidding which has assumed the form of an exaggerated auction sale will be resumed. The Bee learned that it was unlikely that the Tri-Cities Corporation would increase its bid further.

The Bee - April 22, 1930

CITY FINANCE BODY STUDIES POWER OFFERS

Propositions Analyzed at
3-Hour Sitting; Re-
sume Deliberations
Tonight

Last night's meeting was consumed chiefly by examining the collateral advantages which are offered by the Tri Utilities corporation and the Western Power Light and Telephone company of Kansas City, Mo. The Tri Utilities Corporation is offering the city \$4,350,000 while the Western corporation is offering \$4,300,000. Each concern enumerates a number of subsidiary advantages.

The memorandum book of the clerk showed that all members of the Council were present last night and that the meeting was consumed by the reading of a letter to the Council submitted by the New York corporation's president the questioning of E. H. Jarvis, vice-president of the Western Power Light and Electric Corporation and M. G. Weaver, his attorney and a round table dis-

The Bee - April 24, 1930

What will the
electric and gas plant
sale mean to the
people of Danville?

Briefly, the sale of the Electric and Gas System to our company will mean:

Putting the city ENTIRELY OUT OF DEBT, with over a million dollars cash on hand besides, for building up and maintaining public affairs and institutions.

A bigger and better electric plant, right here in Danville. Enlargement through new construction will be done with Danville labor.

The plants will be taxable instead of tax-free as at present. Our company would pay about \$20,000 a year in taxes in Danville.

Same electric and gas rates you are now paying, with possible reductions as production is increased and costs reduced.

New industries brought to Danville, as fast as our efforts and yours, and our contribution of \$100,000 for such purpose, will make possible

Making Danville the headquarters for all our operations in this entire territory. (More local people will be needed as our program develops, and new money will be brought into Danville from surrounding communities continuously.)

\$10,000 and definite assistance from us in promoting rural prosperity in this vicinity, which will benefit Danville in many ways. This will come through diversity of crops, stock raising, and education as to better methods, more intelligent marketing, etc.

Natural gas will be brought to Danville at the earliest opportunity.

Summed up, all these should result in more employment at fair wages for workers in Danville, more group prosperity and individual prosperity, better living conditions, and a bigger and finer city.

Western Power Light & Telephone Co.

NATHAL L. JONES, President.
R. H. JARVIS, Vice President.
M. G. WEAVER, Asst. to Vice President.

Phone 2619

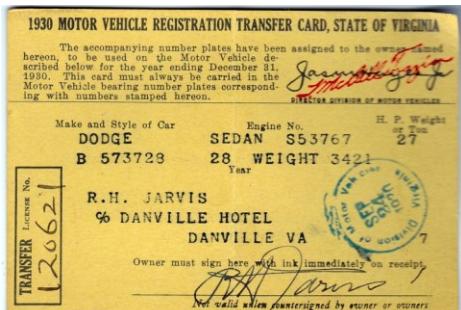
"READY TO HELP BUILD A BIGGER AND MORE PROSPEROUS DANVILLE"

Western Power ad - The Bee - September 16, 1930

Over the course of the next five months, protracted negotiations took place. Ralph traveled to Danville often. He stayed at the Danville Hotel. He even bought a car to keep there, a 1928 Dodge sedan.

Ralph and Chleo took an airline trip to Danville. They visited Washington D.C.

By September, Western Power had won the bid. They would take over the Danville power plant. They also had to fulfill promises they had made. And the sale of the Danville plant to Western had to pass an election by the voters.



Ralph bought a 1928 Dodge in Danville

Ralph and Western had engaged an attorney in Danville, Jesse Benton. Benton had assisted Ralph in the negotiations.

Now, Ralph put Benton in charge of the PR campaign to win the vote. Benton organized the town into wards, recruiting and assigning volunteers to canvass and campaign in each ward.

**WARD LEADERS
FOR POWER CO.
HOLD MEETING**

**Group of Citizens Enlisted
to Solicit Votes for Sale
Holds Meeting At
Hotel Danville**

A meeting of approximately a hundred ward workers, enlisted to work for the sale of the local municipal plants, was held last night in the ballroom of Hotel Danville, at which the situation in the various sections of the city was reviewed, and plans laid for conducting an intensive campaign to accomplish the sale of the utilities to the Western Power, Light and Telephone Company, whose bid was approved by the city council and an election on it ordered by the corporation court to be held on October 14.

The power company has established its offices on the fifth floor of Hotel Danville and already has a considerable force at work in connection with the approaching election and also in the prosecution of other business connected with the company's operations in this city.

The political features of the campaign are being directed by Jesse Benton, local attorney and member of the law firm of Aiken, Benton and Bustard, to whom the ward leaders report at the company's headquarters. Present at the meeting of workers held last night were a number of prominent citizens, some of whom have long been identified with local politics, and some of whom, at least, have heretofore been regarded as opponents of sale.

Inquiry made by the Bee this morning indicated that those citizens who are opposed to selling the utilities, have not yet succeeded in perfecting an organization. The Bee was informed yesterday that a meeting for this purpose was to have been held last night, but was told by Dr. S. E. Hughes today that the plans for organization had not yet materialized. Dr. Hughes is an outstanding opponent of the sale of the utilities and has fought the proposal bitterly from the beginning, advocating a continuance of municipal ownership.

The Bee – September 16, 1930

Benton was a good host when Ralph was in town. When Chleo came to Danville with Ralph, Jesse and Lizzie Benton took them to the shore and to visit Washington, D.C.



Chleo Jarvis (in light dress) with Jesse and Lizzie Benton in Washington, D.C. – 1930

To watch the videos, check out this post in the blog - familynibbles.com – 187 – Big Deals.

Big Deal 3 – Kansas City, Kansas electric plant

All the while the Danville, Virginia campaign was underway, an even bigger opportunity presented itself closer to home.

Kansas City, Kansas owned their municipal power plant. Western Power, Light & Telephone wanted to buy it.

Nathan Jones and Ralph Jarvis teamed up for this campaign, a political cat fight.

A \$7 million offer

Western made the following offer:

- *\$7 million dollars for the power plant and all city infrastructure*
- *Requested a 20 year franchise from Kansas City, Kansas (KCK)*
- *The head office of Western and Public Utility Investment would move from Salina to KCK*
- *Western would build a 300-room hotel in KCK*

OFFER MADE FOR K. C. LIGHT PLANT

SALINA COMPANY MAKES BIO OF \$7,000,000

Nathan L. Jones Submits Offer Which Includes Provision that City Give Company a 20-Year Franchise

Kansas City, Kans., June 5 (AP)—Nathan L. Jones, Salina, Kans., president of the Western Power, Telephone and Light company there today submitted an offer of \$7,000,000 to the city commissioners for purchase of the Kansas City, Kans., municipal light plant.

The Manhattan Mercury – June 5, 1930

Rejected

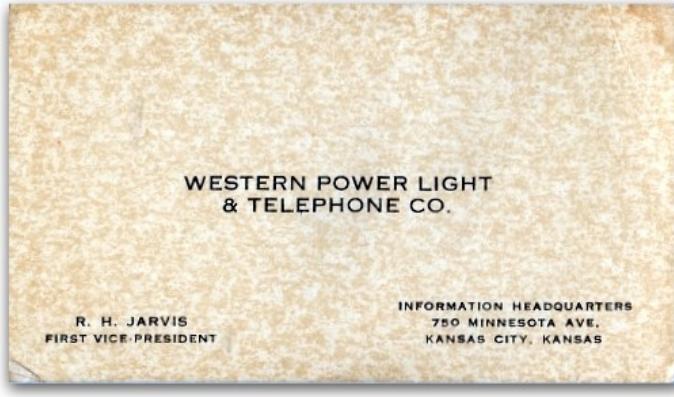
KANSAS CITY REJECTS NATHAN JONES' OFFER

Unanimous in Rejecting Offer for Light Plant

Kansas City, Kans., June 19, (AP)—The city commission in session to-morrow by Nathan L. Jones, Salina, Kansas, public utility operator, to purchase the city's municipal light plant for \$7,000,000.

R. H. Jarvis, vice president of the Jones company, expressed surprise at the commission's action. He asserted he believed he should have been allowed to present petitions favorable to the purchase.

The city commissioners rejected the offer.



The Morning Chronicle – June 20, 1930

Western didn't give up

Ralph began a PR campaign, just as he'd done in Danville. Press, ads, promises.

WE WANT TO MAKE KANSAS CITY, KANSAS PERMANENT HEADQUARTERS

The Masonic News – July 4, 1930

It didn't succeed

The Kansas City, Kansas campaign was one of the most ambitious the company had waged. It would have been the signature property, a big city power plant.

But, in the end, the campaign wasn't successful.

Big Deal 4 – Power, Light & Service Company

Another acquisition, another holding company. The acquisition was the American Service Company, an ice utility serving 54 communities.

Nathan Jones formed a new holding company, the Power, Light & Service Company. It held the new acquisition, the American Service Company and Western P utilities.

Salina, Kans., Aug. 29. (AP)—Purchase of the American Service Company, an ice utility serving 54 cities in 13 southern and middle-western states, for \$18,000,000 is announced by the Nathan L. Jones interests of Salina.

The Iola Daily Register – August 29, 1930

American Service Company and Western Power, Light & Telephone, Jones' main holding company of utilities.

Nathan L. Jones Forms Power, Light & Service Company

Holding Company Will Control American Service Company And Western Power, Light And Telephone Company — Combined Companies Serve 325 Cities In 18 States

ONE of the most interesting and significant industrial developments occurring in the 1930 calendar of business events was the incorporation of the Power, Light and Service Company by the interests associated with Nathan L. Jones of Salina, Kansas. The Eastern business and industrial world hails the organization of this company as of primary importance. It meritoriously deserves the national attention that it has attained.

The Power, Light and Service Company, as it is stated in our adjoining columns, will control the Western Power Light & Telephone Company and the American Service Company, which combined supplies light, power, telephone service, gas and ice to some 325 cities in 18 states. The value of the combined properties is in excess of \$45,000,000. They will have an annual revenue approximating \$9,000,000. Nathan L. Jones and his associates own 65 per cent of the stock of the American Service Company while they own 100 per cent of the Western Power Light & Telephone Company.

Mr. Jones is widely reputed for his diversified industrial and financial activities. He is the president and director of the following companies: The Public Utility Investment Co.; Western Power Light & Telephone Co.; The Western Light & Power Co.; The Western Telephone Corporation of Kansas; The Western Telephone Corporation of Missouri; The Western Telephone Corporation of Oklahoma; Western Telephone Corporation of Texas; Western Ice & Utilities Company; and the American Ice Company of Dallas, Texas. All of the organizations with which he is identified are reputed for the unusual high standard service they render to their respective communities. It is the prestige that his name gives to any enterprise he is associated with which gives such unusual significance to the incorporation of the Power, Light & Service Co., and which makes its formation become an industrial development of the highest importance.

American Business World, September 15, 1930

The alphabet soup of companies continued. It was difficult to determine what company was controlled or held by what other company. Maybe confusion was the point.

But for sure, it's another highly leveraged organization.

State of the company

Things at were going well for the Public Utility Investment Company and its affiliates.

Customers were getting good service.

Investors were getting dividends. At mid-year 1930, the company increased the dividend.

Employees had good jobs. In August, the company picnic at the Salina Country Club brought out 400 people.

More than 400 employees and their families of the Public Utilities Investment company and affiliated organizations of Salina held a picnic at the country club there Thursday night.

The Morning Chronicle – August 17, 1930

STOCKHOLDERS RECEIVE DIVIDEND INCREASE

The directors of Western Power Light & Telephone Company have voted to increase the dividend on the Participating Class "A" stock from \$2.00 to \$2.25 per share annually, payable quarterly.

The directors feel justified in voting this increase in dividends because of the rapid growth of the company and the corresponding increase in earnings.

The net earnings for the first six months of 1930 show a definite increase over any other like period in the Company's history.

Full information about this rapidly growing utility company will be furnished on request.

THE PUBLIC UTILITY INVESTMENT COMPANY

General Offices at Salina, Kansas.

Branch offices at: Albuquerque, New Mexico; Atchison, Concordia, Kansas; Enid, Oklahoma; Eureka, Hoisington, Hutchinson, Kansas; Kansas City, Missouri; Kingfisher, Oklahoma; Liberal, Kansas; Lincoln, Nebraska; Minneapolis, Minnesota; Oklahoma City, Oklahoma; Omaha, Nebraska; St. Louis, Springfield, Missouri; Stillwater, Oklahoma; Topeka, Wichita, Kansas.

Lawrence Journal World – July 31, 1930



Public Utility Investment Company - Executive Staff - Salina Country Club - 1930

Big deals and more deals

The four big deals in this story were significant, but they weren't the only deals in 1930.

Numerous other holdings were added.

At age 38, Nathan Jones' empire was still growing.



Nathan Jones – 1930

The Public Utility Investment Co.

AND AFFILIATED COMPANIES

Diversified Utility Investments Inc.
Western Power Light & Telephone Co.
The Western Light & Power Corp.
Western Light & Power Corp. of Mo.
Western Light and Power Corp. (Okla.)
The Home Gas and Electric Co.
The Western Telephone Corp. (Kansas)
The Western Telephone Corp. of Mo.
The Western Telephone Corp. of Okla.
The Western Telephone Corp. of Texas
The Western Telephone Corp. of Iowa
The Western Telephone Corp. of Nebraska
The Kansas Home Telephone Co.
The Ellis Telephone Co.
American Ice Co.
American Service Co.
City Ice Delivery Co.
Albuquerque Ice Co.
Western Ice and Utilities Co.
The Western Gas and Utilities Corp.
The Western Gas and Pipe Line Co.
The Western Gas Company of Washington
The Western Natural Gas Co.
The Western Utilities Stores Co.
The Western Air Service Corp.
The Western Pure Milk Products Co.
The Western General Agency, Inc.
The General Engineering and Construction Co.
Follow The Swallow Tourist Camps, Inc.

Read *The Parade*

The October 1930 issue of *The Parade* is full of personal stories about its employees and the goings-on of the company.

Read [*The Parade – October 1930*](#).

<http://familynibbles.com/the-parade-october-1930/>

Here's a teaser article. See what readers had to say about *The Parade*.

WHAT A FEW READERS THINK OF THE PARADE

We really don't like to brag but we just can't keep from it when we have such a wonderful opportunity.

During August several thousand business reply cards were sent out over our regular mailing list in an effort to clear the deadwood out of our PARADE list. Practically every card came back and not a few of our readers very kindly added bouquets to the information desired.

I surely enjoy THE PARADE.—Mrs. *[illegible]* Sulsar, Sylvan Grove, Kansas

...ep house without it.—
[illegible] Pond Creek, Okla.

PARADE for
me
[illegible]

Gas for Longview, a Planned City

Here's the story of another big deal in 1930. In October, a celebration was planned for the grand opening of the gas system in the city of Longview, Washington.

This was a high-profile utility for the Public Utility Investment Company, and the company was going all out for the grand opening.

Elaborate Formal Openings Planned for Longview and Kelso, Wash.

Introduction of Gas into these Pacific Northwest Cities Will Attract the Attention of Entire West Coast

Western Gas Company of Washington

In 1928, the Public Utility Investment Company had gotten franchises to provide gas for Longview and Kelso, Washington. Naturally, Nathan Jones set up a new operating company, Western Gas Company of Washington.

They set about building the gas plant and installing gas mains throughout the towns. Now, late in 1930, the system was ready.

The gas plant

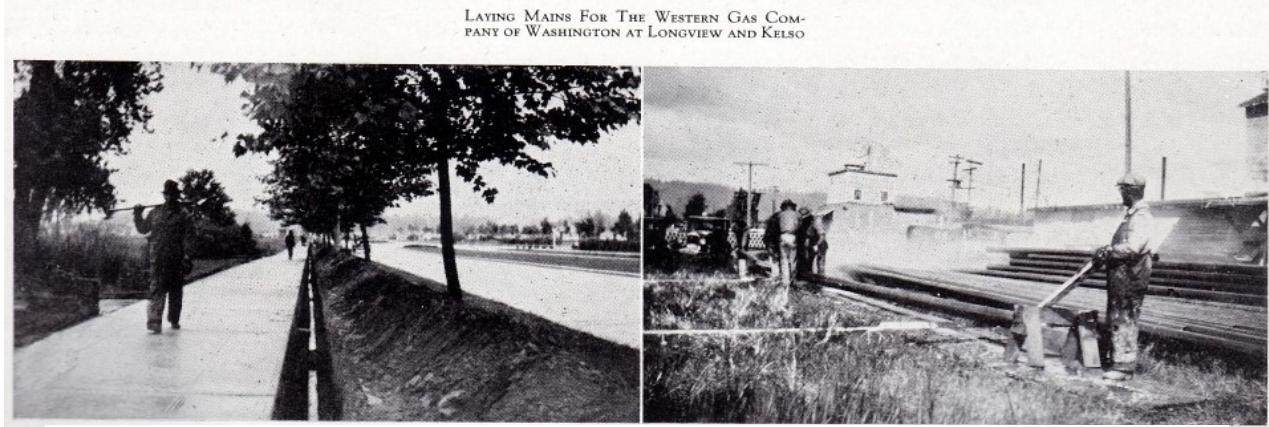
The company had contracted with American Gas Construction Company to build the most modern gas plant available.



Plant of the Western Gas Company of Washington at Longview

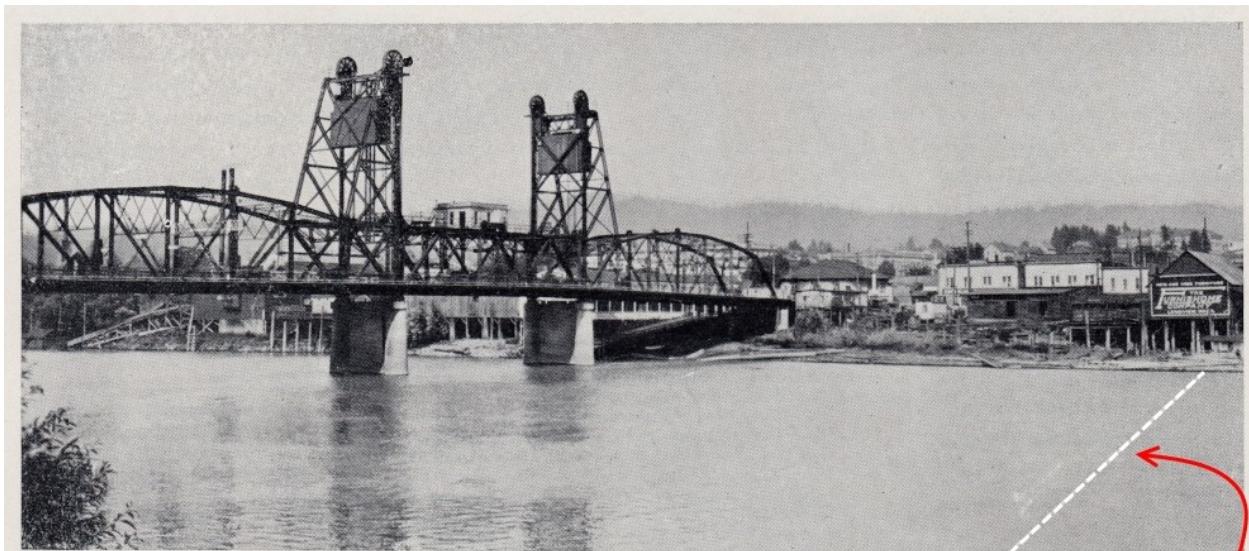
And infrastructure

A gas plant was great, but how do you get the gas to every house and business? Gas lines. A huge part of this project was the installation of gas mains throughout the town of Longview. The same mains were needed in Kelso.



Laying mains for the Western Gas Company of Washington at Longview and Kelso

To get gas across the Cowlitz River, between Longview and Kelso, the company installed gas mains 16 feet below the riverbed.



The dotted line in the picture above shows the route that our gas main took in crossing the Cowlitz River. Kelso will be served with gas from the Longview plant by means of this main, which was run sixteen feet under the riverbed.

And retail store

Once the residents had gas, they would need gas appliances. Western opened a fancy new showroom and store in downtown Longview.



Western Gas Company of Washington – retail store

A business and pleasure trip

Ralph Jarvis was to be a keynote speaker at the grand opening ceremonies in Longview, Washington. He and Chleo and the boys would drive to Longview, taking an extended vacation trip.

Jesse and Lizzie Benton and their son and daughter would travel with the Jarvises. Jesse was an attorney from Danville, Virginia, and had been working with Ralph on the campaign for the Danville power plant.

The Bentons drove from Virginia to Salina. From there, they took Ralph's Lincoln. Bill Benton was age 9, the same age as Mel Jarvis. Daughter Frances was age 4. Donnie Jarvis was 7.

Their first vacation stop was in Estes Park, Colorado. Then on through Utah, Idaho, and Oregon.

To view Ralph and Chleo's home movies, see the blog story - [188 - Gas for Longview, a Planned City](#)



Mel and Don, Bill and Frances Benton, Ralph and Jesse Benton, group at Oregon haystack rocks, Chleo at Oregon coast – 1930

Family Nibbles



Trip to Longview, Washington – Jarvis and Benton families – October 1930

Grand opening

On October 30 and 31, Western Gas hosted a grand opening and open house.

Longview, Kelso Openings Are Gala Events

Local Civic Organizations Work Hand in Hand With Western Gas Company of Washington Officials to Make Openings Successful. Large Crowds See New Fuel Officially Turned On.

One of the greatest demonstrations of welcome that has ever been accorded one of our properties was given The Western Gas Company of Washington at Longview and Kelso, October 30 and 31. The occasion was the formal opening of the gas plant and sales rooms at Kelso on October thirtieth and the plant and offices at Longview October thirty-first.

The gala event was staged under the supervision of R. Kenneth Evans, Director of Publicity, who went from the home offices at Salina to the west coast to prepare in advance special editions of the *Longview News* and the *Kelso Daily Journal*.

It was a gala affair. Ken Evans, Director of Publicity, had spent months planning the opening events and news coverage.

Many department heads were involved, and some Salina employees transferred to the new Washington office.

J.C. Penney, a friend of Nathan Jones, was one of the keynote speakers. Ralph Jarvis was a keynote too.

of the Company and inspect the store and plant. A large 29 passenger bus was chartered which carried the crowds to the plant in Longview where they were shown the latest improved system of manufacturing gas. At noon a banquet was given at the Kelso Club by Rotary in honor of the occasion and representatives of the Company were the guests of honor. It was estimated that more than 3,000 men, women and children visited the sales rooms on that day.

The news media

after-hours in preparing for the opening. Special mention should be made of the assistance rendered by C. P. Goodson, of the Securities Division of The Public Utility Investment Company who is in Washington as District Manager for the state securities offices being opened there. Mr. Goodson put in every minute of his time assisting in the work of completing arrangements Joe Dunbar, Manager in charge.

The opening was materially strengthened in its importance by the fact that R. H. Jarvis, Senior Vice President for the entire utilities group, drove from Kansas to Longview and Kelso to be present. He was accompanied by Mrs. Jarvis and the two boys as well as Mr. and Mrs. Jesse Benton of Danville, Virginia and their two children. Mr. Jarvis made several addresses as did Mr. Benton, which were highly appreciated.



PICTURES FROM THE LONGVIEW AND KELSO FORMAL OPENING ACTIVITIES

No. 1—The Kelso office and store showing a part of the crowd that gathered to see the new gas officially turned on and burned in one of our gas ranges. The bus was used to carry visitors from the store building to the plant.
 No. 2—Interior of Longview store and a part of the appliance display.
 No. 3—The entrance to the Longview offices and store with banner announcing the opening.
 No. 4—Interior of the Kelso store and a few of the floral offerings sent by friends and business associates of the Company.
 No. 5—The plant as it appears completed. This view makes the plant building look much smaller than it really is but shows the gas holder and the storage tanks to a good advantage.
 No. 6—The committee of the Kelso Commercial Club that helped to arrange the opening program and that welcomed the officials of our Company to Kelso.
 No. 7—This is the reception committee of the Longview Chamber of Commerce. They also aided in making our Longview opening the success that it was.
 No. 8—Mildred Burgert who went from Salina to take the position of secretary to the manager of the Longview and Kelso properties.
 No. 9—Joe Dunbar, Manager of sales and operations in Longview and Kelso.
 No. 10—Janet Humber, one of the good looking products of the West Coast. She is a Longview girl and is secretary in the Longview office.
 No. 11—Herman Hessig, plant foreman.
 No. 12—L. M. Longan, District Manager of the Western Gas Company of Washington—in charge of Longview, Kelso and Bremerton construction and operations.
 No. 13—Ruth Goddard, formerly of Salina but now secretary in the Kelso office.
 No. 14—R. Kenneth Evans of the Commercial Department who handled the opening activities including advertising and publicity. Both Longview and Kelso papers brought out special editions for the event.

Employee breakfast

Ralph and Chleo hosted a breakfast for the employees at the Hotel Monticello.

One of the most interesting events of the opening was the employees' breakfast given at the Monticello Hotel by Mr. and Mrs. R. H. Jarvis, Saturday morning, after the opening. Thirty-three guests were in attendance bright and early, all identified with the Western Gas Company of Washington. Impromptu talks were made and plans laid for the advancement of the plant.

It is now expected that this new addition to our utilities group will be one of the outstanding ones. The plant is one of the best that money can buy and build.



Washington Gas employees – Oct 31, 1930

The trip home

After the grand opening in Longview, the traveling party took the southern route home, through Utah and Arizona.



Bill and Frances Benton, Chleo and Don and Mel, sheep on road, Lizzie Benton at gas station – 1930

Four adults and four children in one car for 4,000 miles. I recall my grandmother Chleo telling how glad she was when the trip was over. She said, “one of the kids was a brat.” And one of the adults got on her nerves too. I won’t say who.

Back Home

In November 1930, the trip was over. The Western Gas grand opening had gone well. Some of the year’s big deals had closed. 1930 had been a busy and eventful year.

On the home front, the Jarvises were planning some changes. By the time they rang in the new year, they would be living in a different home. Even more surprising, there would be a big change at work.

Read *The Parade*

The November 1930 issue of *The Parade* has the full story of the Longview grand opening celebration.

Read [*The Parade – November 1930*](#).

Here’s a teaser article. See how the company sold over 17,000 lamps in one month.

Stores Company Sells 17,298 Lamps in October Campaign

The latest campaign was that of the Stores Company of our Electric Division. They started out October 1st to sell lamps by the carton and by the car-load. With a quota of 15,679, a lamp to every meter, to sell they finished with 17,298 sold ^{an} over the top with a final per

Colorado led the way. It was the ^{first} Electric

but the first six places went to salesmen and saleswomen.

The Cold

Nibbles Extra Credit – Longview, the planned city

How did it happen that Public Utility Investment Company would be building and installing gas infrastructure in Longview, Washington? The answer may have begun at the American Royal horse show in Kansas City.

Loula Long Combs

Nathan Jones' horses competed in shows around the Midwest. If his horses weren't in the winner's circle, the blue ribbon was likely won by Loula Long Combs.

Over her lifetime, Combs won the most blue ribbons at the American Royal horse shows. Nathan Jones knew her well.

Loula was the daughter of R.A. Long, one of Kansas City's most prominent businessmen.

Four First Places Are Taken In Mid-Kansas Horse Show.
(By the Associated Press.)
SALINA, KAS., Sept. 25.—Mrs. Loula Long Combs took four firsts in the opening events of the horse show of the Mid-Kansas Free Fair last night. Mrs. Combs entered only harness horses and drove before an estimated crowd of 4,000. Competition for Mrs. Combs was furnished largely by the Jo-Mar stables of Salina, owned by Nathan L. Jones.

The Kansas City Star – September 25, 1929

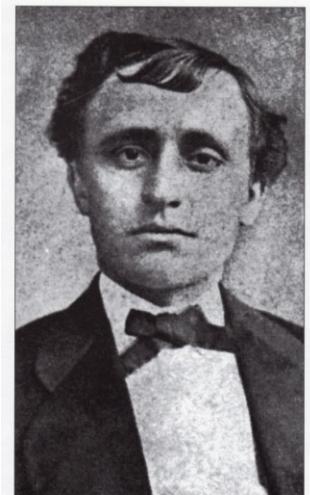


Loula Long Combs

R.A. Long

Robert Alexander Long was born in Shelby County, Kentucky, in 1850.

In 1873, at age 23, Long left Kentucky and went west to Kansas City. He bought a butcher shop with his savings of \$700, but the shop failed. He ended up in Columbus, in southeast Kansas, running a one-man lumberyard. He was the lumber handler, yard man, and bookkeeper. He lived in a small house at the lumberyard.



Robert Alexander Long at age 23.



This visionary painting, which hangs in R.A. Long High School, shows Mr. Long in the door of his original lumberyard in Columbus, Kansas

Long married Ella Wilson in Columbus in 1875. They lived in the house at the lumberyard. A daughter Sallie was born in the lumberyard house in 1879, and then a daughter Loula in 1881.

Long-Bell Lumber Company

Business was good, and Robert Long and his partner Victor Bell opened lumberyards in a few surrounding towns. In 1884, they incorporated as the Long-Bell Lumber Company. They expanded quickly, and by 1885 they had 19 lumberyards.

In 1891, the company moved the headquarters to Kansas City. It continued to grow over the next decades. In 1907, the company built the R.A. Long building at 10th and Grand in Kansas City. The 16-story building had 600 offices and was the first all-steel frame skyscraper in Kansas City.

By 1918, Long-Bell had sales over \$50 million per year.

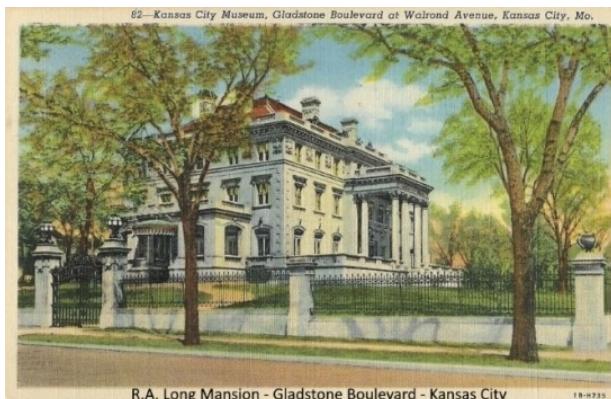


R.A. Long Building – Kansas City

A mansion and a farm

R.A. built a mansion on Gladstone Boulevard. It later became the Kansas City Museum.

The Longs developed a farm in Lee's Summit – Longview Farm. It covered 2,000 acres and had a mansion and beautiful horse stables.



R.A. Long Mansion - Gladstone Boulevard - Kansas City



Longview Farm barns - Lee's Summit, Missouri

A lumber shortage

By 1918, Long-Bell's supply of Southern pine timber for its mills in Louisiana and Texas was fast running out. The mills wouldn't have raw timber to mill into finished lumber.

R.A. Long, age 68, could decide to abandon the milling, and just keep the chain of retail lumberyards. Or he could seek new timber land and build new mills elsewhere.

Long decided to acquire new timber lands in the Pacific Northwest and build a new mill. Thus began the story of Longview, the planned city.

A huge tract of timber

After an extensive search, in 1923 Long-Bell bought a 24,000 acre tract north of the Columbia River from Weyerhaeuser. Over the ensuing years, Long-Bell acquired adjoining tracts totaling 70,000 acres. Much of it was bought on contract – pay as you cut.



Longview, a planned city

Long-Bell had acquired timber land. Now it planned to build the largest lumber mill in the world. It would be located on the deep-water Columbia River, with access to the Pacific Ocean and export markets. It was also near three trans-continental railroads necessary for domestic markets.

And to provide for the new mill's workers, a new city would be built. It would be designed from scratch, with housing and commercial area and parks and boulevards.

The design

R.A. Long called on three Kansas Citians to plan the design for the new city. They would set the stage for a town of 25,000 residents

J.C. Nichols had done a revolutionary suburban development in Kansas City. He would head the planners. George Kessler had designed parks and boulevards in Kansas City. Herb Hare was a landscape architect and urban planner in KC.



J.C. Nichols. He headed the planning team.



George E. Kessler



S. Herbert Hare

The mill and town are built

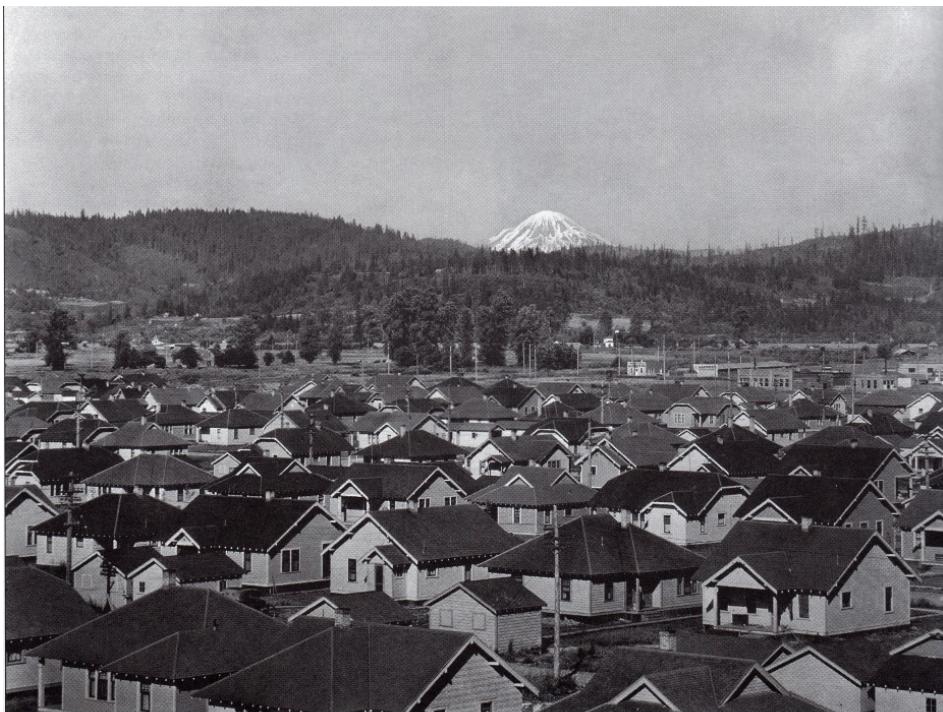
From 1923 through the rest of the decade, the mill and town of Longview were built. Many people and companies participated, building infrastructure, roads, houses, commercial buildings, and of course the lumber mill.



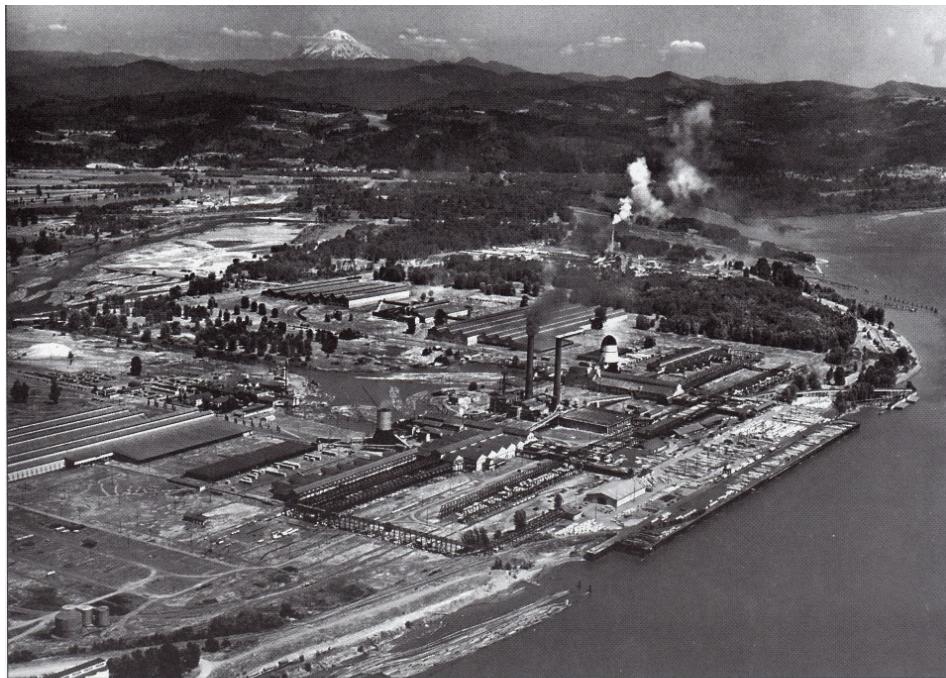
Longview, Washington – postcards – c 1930

Stories of Our Jarvis Ancestors 1920-1938

Long-Bell would spend upwards of \$40 million on this endeavor. By 1930, Long-Bell would employ over 3,000 people here.



By 1924, St. Helens Addition — pictured here with its namesake mountain in the background — was densely built up with houses occupied by millworkers and their families.



This mill — Long-Bell — was responsible for Longview; it was the largest lumber producer in the nation.

Utilities

Electricity and water were put in by Long-Bell in 1923, then sold to Western Gas and Electric (not a Nathan Jones company).

Later, in 1928, when the gas franchise was planned, Long-Bell didn't want to invest the up-front cost of the gas plant and infrastructure. Nathan Jones relationship with Long and Loula Long Combs proved fruitful. Jones would get the franchise for Longview, and Jones companies would build the system. The neighboring town of Kelso also gave a franchise.

Epilogue

By 1927, Long-Bell was debt-free, after dumping lots of money into the Longview plant and city. It paid a dividend of \$1 per share that year.

But the economy was showing signs of stress. Lumber sales were slowing. Nothing was wrong with the company. It just couldn't sell lumber. No one else could either.

By October 1930, when Ralph Jarvis was speaking at the grand opening of Western Gas, Long-Bell had borrowed \$5 million for working capital. But the economy didn't improve.

Long-Bell began selling assets to fund operations. That wasn't sustainable.

By 1932, Long-Bell's current liabilities exceeded current assets by \$32 million. Bad. There was no money to pay the interest due on their bonds. Bondholders sued to force the company into bankruptcy, so they could sell assets and recover their bond principal. But the judge in Kansas City allowed Long-Bell to reorganize and try to survive.

As the nation sank deeper into recession, lumber sales dropped even further. From 1932 to 1935, the company went through several reorganizations, and bond and stockholders lost most of their money. Long-Bell barely escaped bankruptcy and closure.

During this time of hardship for the company, R.A. Long was in his 80s, and he had some health problems. It was a difficult time for him, the first time he couldn't steer the company through troubles. R.A. Long died on March 15, 1934.

What was left of Long-Bell was merged into International Paper Company in 1956.

Loula Long Combs lived at Longview Farm until she died in 1971 at the age of 90.

Bought a Farm

In December 1930, a month after they returned from their trip to Longview, Ralph and Chleo Jarvis bought a farm on the southwest edge of Salina.



Jarvis farm – barn

Actually, they traded

On December 11, 1930, Ralph and Chleo Jarvis bought the farm from H.B. and Clara Lamer. On the same day, the Lamers bought the house at 955 South 9th Street from the Jarvises. The Jarvises had to assume a \$5,000 mortgage on the farm as part of the deal.



Lamers sell farm to Jarvised



Jarvises sell 955 S. 9th to Lamers
the second part
of last every year
IN WITNESS
the day and year

The Lamers

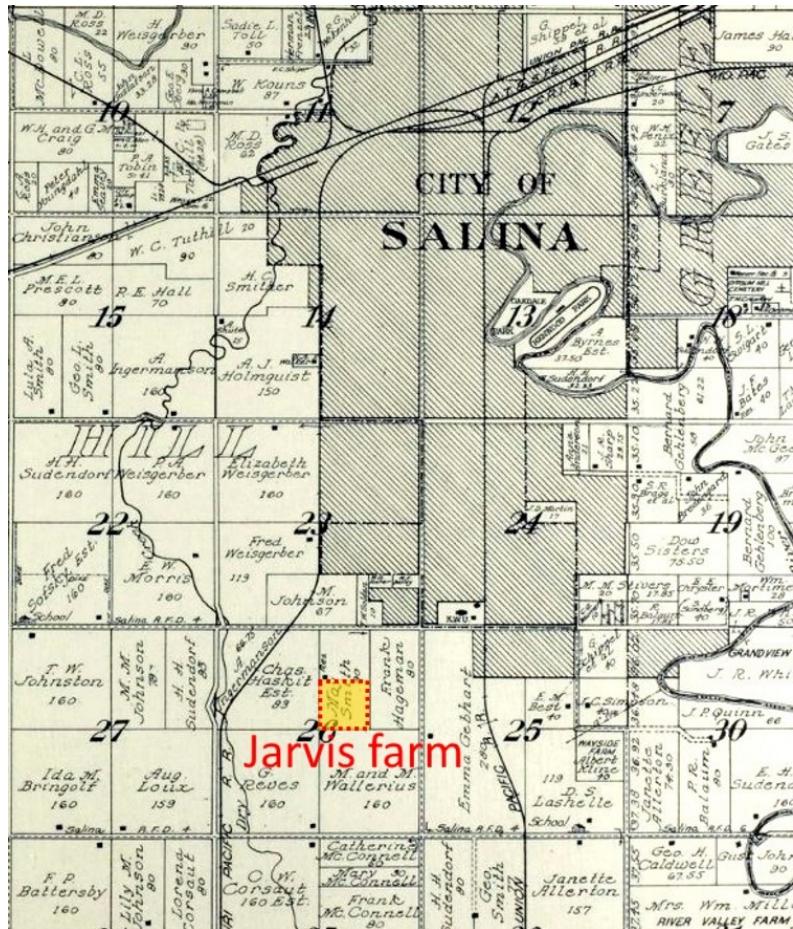
H. Bernard and Clara Lamer had a family of four children. They were in their mid-30s, like the Jarvises.

H.B. was vice-president of the Lamer Hotel, the prominent hotel in Salina. He and his brother owned five Lamer Hotels around central Kansas.



Lamer Hotel – Salina, Kansas

The farm



The farm was 40 acres. It was the *“Southwest quarter of the Northeast quarter of Section Twenty-six (26) in Township Fourteen (14) South, Range Three (3) West.”*

It was just a quarter-mile south of the city limits and Cloud Street. There was a dead-end dirt road south from Cloud Street to the farmhouse.

The farm would be perfect for Ralph and Cleo and boys. It had a large farmhouse, a big garden area, and a great barn for their horses.

There were chicken coops, and a small house. There were 35 acres of wheat and oats.

The farmhouse

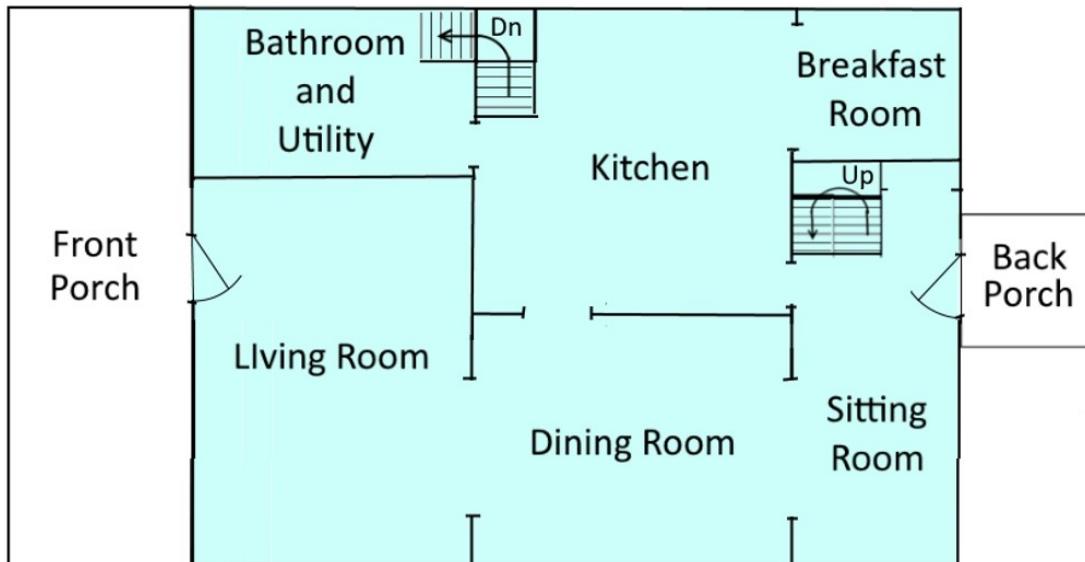
The main farmhouse was big, a two-story with a basement. It had a coal furnace in the basement, and floor grates to vent the heat to the main and upper floors.

The front door faced west. That's the view we see in these photos. But no one ever used that entrance. The back door on the east side was where people came and went.



Jarvis farm – farmhouse – Salina, Kansas – c 1930

The east door entered a large vestibule, open to a sitting room on the left and the stairway on the right. Continuing straight ahead entered a good-sized kitchen, with sink and countertops facing a north window. There was a breakfast room off the kitchen.



The kitchen had two stoves – one a modern electric range, the other an original wood-burning stove. Chleo used both. Because of Ralph's job in the utility industry, Chleo always had the latest in electric appliances.

The kitchen had a doorway to the dining room on the south, which bordered the entry vestibule and sitting room. Finally, there was a large living room on the west side. That was the room that entered from the front door.

The upstairs had four large bedrooms and a bath.

On the south side of the house, there was a driveway and detached single garage.

The little house

On the south side of the driveway was the "little house." It had everything need, a kitchen, bathroom, bedroom, and living room.

I don't know if it was rented out. From my knowledge in the 50s, it was vacant.

The barn

To a kid, the barn was huge. On the ground floor, there were horse stalls. And an oats bin. The lean-to had tack, equipment, and tools. Upstairs was a huge hayloft, with hay stacked to the rafters. It smelled so great.



Chleo Jarvis – south side of farmhouse –
c 1930



Jarvis farm – barn – c 1930

Stories of Our Jarvis Ancestors 1920-1938

Ralph and Chleo had a tractor at the ranch, but not at the farm. Field work was done with horses, a throwback in 1930.

Remember that Ralph Jarvis was a “gentleman farmer.” His main purpose was to have a place to keep their horses and toys and have a good setting to raise his two sons.



Don and Mel on stagecoach with Chief, unknown woman on Sandy – c 1930



Ready for a ride – Jarvis farm – c 1930s

Garden and arbor

Between the farmhouse and barn, there was a huge vegetable garden and arbor. I recall the arbor always being shady on hot sunny days.

There was a windmill and big water tank by the garden. The well provided water for the house, livestock, and garden.

Hen house

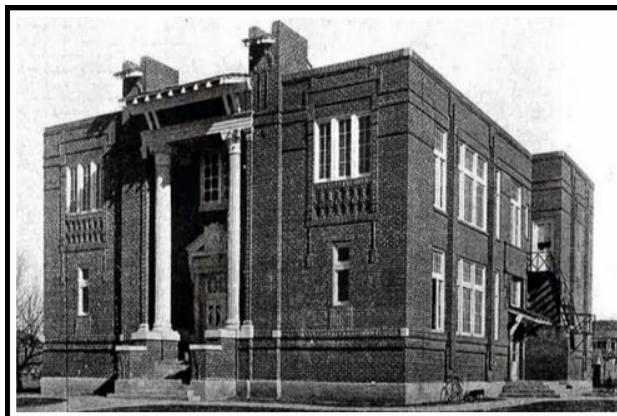
From my knowledge in the 50s, there were several large hen houses, or chicken coops. I don't know if they were there in 1930.



*Ralph's mother Anna Stafford by the arbor
- c 1930*

Lowell School

The boys attended Lowell School. In 1927, Mel had started school at age 6. Don followed two years later.



Lowell School

1009 S. Highland Avenue
Salina (Saline County)
Listed in National Register 2020-10-02

Architect: William T. Schmitt
Category: education related

Named for poet James Russell Lowell, Lowell School is significant on a local level as a neighborhood public school built to serve the burgeoning population in south central Salina around Kansas Wesleyan University. The building continually served the school district from 1916 to 2002, ultimately closing due to population shifts in the community and construction of a new elementary school. Built in 1915, the school is a Progressive Era educational structure.

Lowell School – c 1920

Stories of Our Jarvis Ancestors 1920-1938

At Lowell, Mel was a good student.

The Salina Public Schools

Salina, Kansas

W. S. HEUSNER
Superintendent

February 20-1929

Master Melvin Jarvis,
Lowell School,
Salina, Kansas.

My dear young Friend:-

I suppose you remember that not very long ago Miss Stewart came to your room and gave you a test to find out how easily you could recognize words from pictures and pictures from words. She also gave you a test in Silent Reading to find out how well you understood the words that you read.

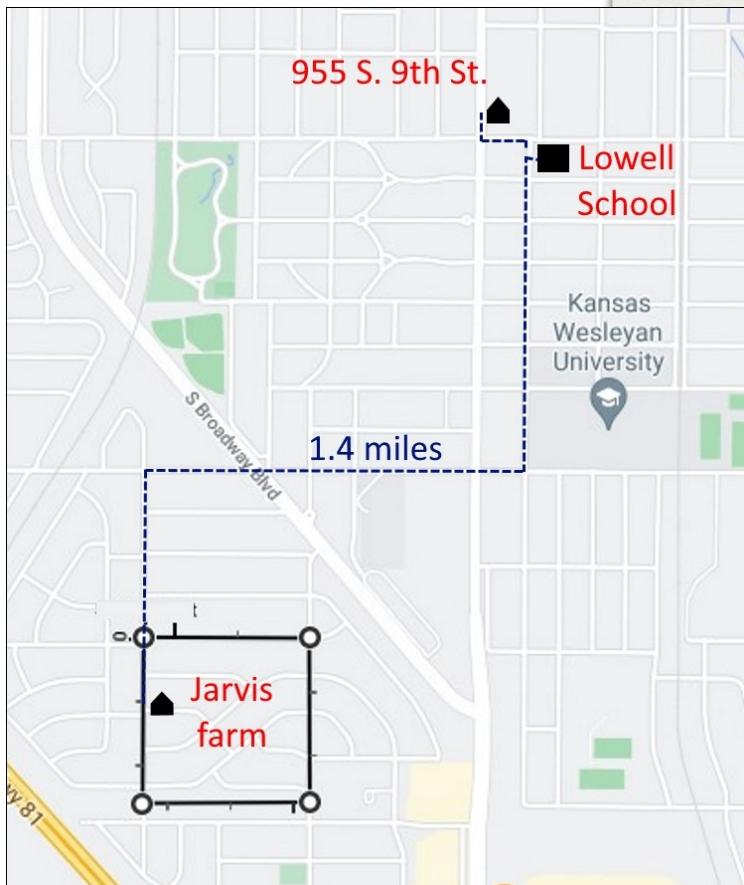
It must be lots of fun to take these tests and I am sure the boys and girls enjoyed it because they made splendid records throughout the schools.

I am writing you this letter because the report shows that you made a Perfect Score in the first of these tests.

I am sure you will be glad to know this and you will be glad to tell your papa and mamma about it. I congratulate you and hope that this is but the beginning of a number of Perfect Scores that you will make in these tests in the future.

Sincerely yours,

W. S. Heusner
W. S. Heusner.



Lowell School was just around the corner from the Jarvis house at 955 South 9th Street.

When the Jarvises moved to the farm in 1930, the boys continued at Lowell. Chleo would drive them, or they could walk.

Family lore says that some days they rode their horses to school.

Lifestyle

Certainly, Ralph Jarvis and Nathan Jones weren't suffering the Great Depression in 1930.

Ralph Jarvis had bought a cattle ranch in 1929, and a farm in 1930. Ralph was age 36.



Nathan Jones was continuing to live high. He bought and showed horses. His philanthropic gifts continued. Nathan was age 38.



The Jones had a ranch in Estes Park, Colorado. They traveled to and fro in their private airplane.

Nancy Jones

You've seen in past stories how we've had unexpected surprises and people connections. It happened again. We connected with Nathan Jones' granddaughter Nancy. She has personal recollections of "Pappy," and some good stories.

Nancy said that the Joneses and Jarvises socialized often. She related one story of an elaborate pirate party at the Jones home. Nathan had made treasure maps and showered the guests with gold coins from the top of the staircase. Nancy still has the invitations to that party.

We also talked about some of our grandfathers' problems. They were successful in business, but they had issues and weaknesses and frailties. They weren't perfect, like any of us.

It was great to hear from Nancy. She and Joan and I had a long Zoom call to reminisce about our grandparents.

1930 was a record year

Any way you look at it, 1930 was a record year for Public Utility Investment Company and its affiliates. More properties, customers, and earnings. Here are the 1930 financial highlights.

These results don't count any of the big deals of 1930, as their results hadn't yet been integrated.

Salina Parent Utility Reports 1930 a Record

Property Holdings Increased and Business and Returns More Dependable, Founder Says

Salina, Kans., Feb. 12.—In the face of a national depression, which has been keenly felt and which, according to students of financial conditions and business is rapidly improving, the Public Utility Investment company of Salina shows by its annual report that 1930 was a record year. The Public Utility Investment company, with headquarters in this city, was founded by Nathan L. Jones and associates and is the parent company for affiliated companies operating utilities in nine states. The major companies are the Western Power, Light & Telephone company and Diversified Utility Investments, Inc.

"The year 1930 has been a record one for us," stated Mr. Jones. "The increases in properties, earnings and number of investors has proven conclusively the stability of our business properties and the dependability of our earnings. It also proves the satisfaction and confidence of our investors in us and in our business."

In support of his statement Mr. Jones pointed out that at the close of the year 1929 the affiliated companies were serving 172 communities as compared to 260 at the close of 1930, an increase of 88. The number of investors in 1929 was 9,015 as compared to 16,815 in 1930, or a gain of 7,800 investors during the year. In 1929 the affiliated companies had 50,000 customers compared to 81,300 in 1930, or a gain of 31,300. The earnings in 1929, after deducting operating expenses for 1929, were \$927,893.05 as compared to \$1,587,834.10 in 1930 or a gain of \$659,941.05. The total assets of the affiliated companies have increased in 1930 over 1929 by \$9,985,398.03.

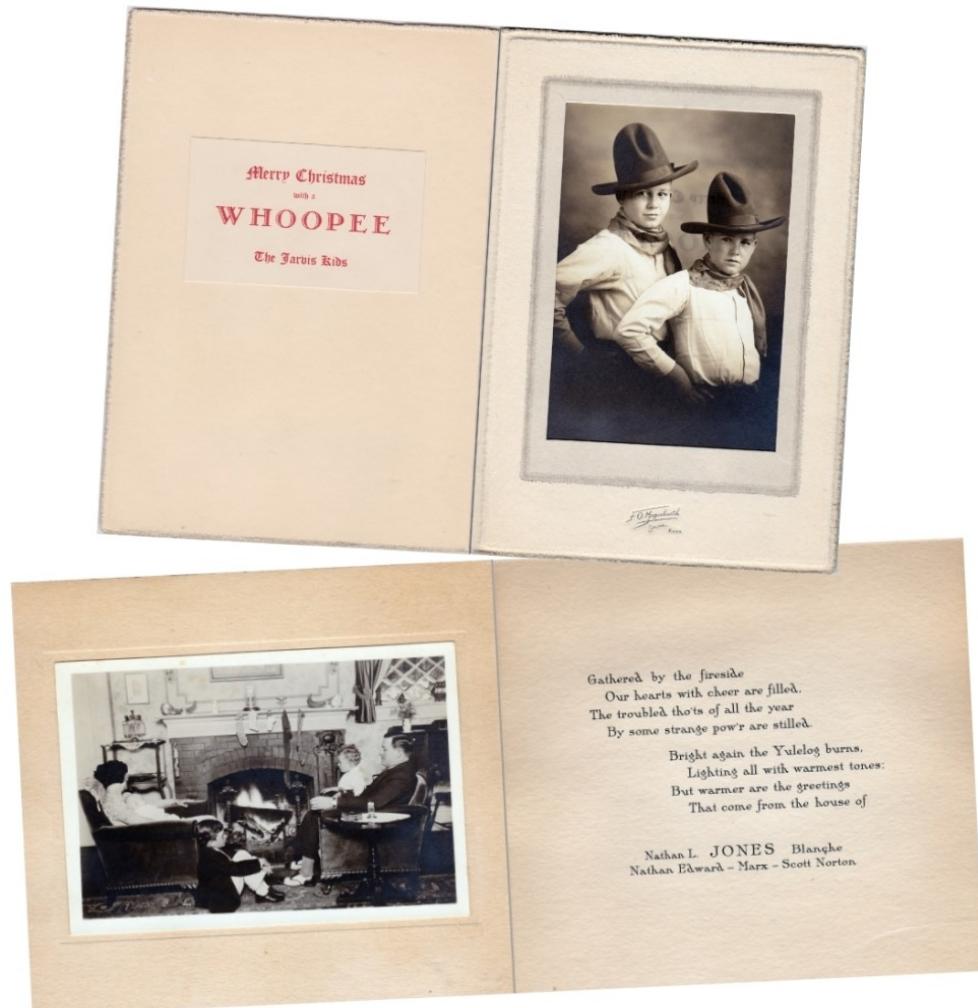
The companies referred to above by Mr. Jones are all affiliated with The Public Utility Investment company. This company was organized in Salina in 1924 by Mr. Jones and his associates and has made a steady and dependable growth. The properties owned by the affiliated companies at the beginning of the year 1931 include electric in 72 communities, 13 generating power plants, 846 miles of electric transmission and power lines, 168 telephone properties, 2,859 miles of long distance toll lines, 7 natural gas properties and 17 ice manufacturing plants.

Item	1929	1930
Communities served	172	260
Customers served	50,000	81,300
Number of investors	9,015	16,815
Earnings	\$927,893	\$1,587,834
Total assets	\$14,000,000	\$24,000,000

Assets	Quantity
Electricity communities	72
Generating plants	13
Transmission lines	846 miles
Telephone switchboards	168
Long distance lines	2859 miles
Ice plants	17
Gas plants	7

Christmas cards

Perhaps the successful years 1929 and 1930 are epitomized by the fancy Christmas cards sent by the Jarvises and Jones.



Nibbles Extra Credit – Great Depression – 1930

While Public Utility Investment Company had its best year ever in 1930, what was happening to other people and businesses in the first year of the Great Depression?

In October 1929, market prices had crashed, but that may have been as much a symptom as a cause. The economy had exposed weaknesses over the preceding several years. Construction was down. Farm prices were declining.

Many hoped the crash would be short-lived. After all, unemployment at the end of 1929 was only 3.2%.

Any lack of confidence in the economic future or the basic strength of business in the United States is foolish.

President Herbert Hoover, November 23, 1929



President Herbert Hoover

1930



Unemployed man selling apples in New York – 1930

But Hoover's optimism didn't match reality. By March 1930, 1.5 million people had lost their jobs. By the end of the year, unemployment had climbed to 8.7%.

The economy shrank by 8.5%. Prices fell by 6.4%.

Soup kitchens, bread lines, and homelessness became common in cities. "Hooverville" shanty towns were appearing across the country.

Smoot-Hawley Tariff Act

In June 1930, Congress passed, and President Hoover signed the Smoot-Hawley Tariff Act. Meant to support farm prices, it had the unintended consequence of imposing tariffs on hundreds of other products. It caused a huge reduction in international trade.

Drought and Dust Bowl

1930 was the beginning of a protracted drought that affected almost half the states in the country. The drought was soon to become the Dust Bowl, causing farmers to struggle to grow crops and keep their farms.

Hoover originally asked the Red Cross to offer food and shelter to farmers. As things got worse, Congress provided \$65 million for food and seed relief.

Bank failures

In September, bank runs began. People tried to withdraw their money, for many their life savings. But only 1/3 of banks belonged to the Federal Reserve system. Non-member banks didn't have enough reserves to meet withdrawals. Bank failures resulted. People lost their money.

In December, the Bank of the United States failed. It was the 4th largest bank in the country, making its failure the largest in U.S. history to that time. Over 300 banks failed in December alone.

As bank failures grew, more people rushed to withdraw their money. By the end of 1930, over 1,300 banks had failed.



The Brownsville branch of The Bank of the United States after it was ordered shut down in December 1930.

Taxes

Everyone was worried about the deficits that the federal government was accruing. Hoover, infamous for doing the wrong thing, raised the top income tax rate to 25% to reduce the deficit. It was another dagger in the heart of the economy.

Opportunities and obstacles

While auto sales were way down, and construction was almost non-existent, people still needed electricity and telephones. There were still expansion and acquisition opportunities.

In 1930, one-third of American homes did not have electricity. 90% of farms did not have electricity. On the other hand, there were obstacles. Expansion and acquisition required capital, and that required investors. But the pool of investors had dried up. Raising money was next to impossible.

In 1928, the government had begun federal regulation of utility and holding companies. The free-wheeling days were over.

By the early 1930s private utility holding companies were the most distrusted industry in the nation. Government targeted these companies with more oversight and eventually passed legislation to break them up.

Winners?

While most Americans suffered, there were those few who profited mightily during the depression.

There were sports stars like Babe Ruth and movie stars like Mae West who made plenty of money during the depression. And there are some businesses that prospered.

Could Nathan Jones' companies overcome the obstacles?

Could Ralph Jarvis follow Jones to success through the 1930s?

EVERYONE USES

ELECTRICITY NOW!

Read What The Public Utility Advertising Association Has Discovered To Be The Actual Facts

During the 15 year period, between 1912 and 1927, while the population of the United States was increasing 24%, the amount of electricity used increased 626%; the number of customers increased 465%; and the number of people living in electrically wired homes increased 520%.

"These figures would seem to bear out the remark heard frequently that 'Everyone uses electricity now.' You will be surprised to learn how far short this statement comes of actual conditions. Here are some figures:

"Less than two-thirds of the population of the United States live in homes which use electricity."

"Less than 50% of the homes wired for electricity use any domestic electric appliance except the flatiron."

"The use of electricity in the home would be increased more than 1,000% if homes were fully equipped electrically with wiring, outlets, and fixtures."

"Less than 10% of the farms in the United States use electricity in any form."

Timeline - 1930

Year	Event
1930	Ralph and Chleo Jarvis move to 40 acre farm on southwest edge of Salina
1930	Anna Jarvis Mounts Stafford (2G) moves to Saline County, Kansas
1930	US population is 123 million, a 16% increase over past decade
1930	Clarence Birdseye patents quick-freezing of frozen foods
1930	Out-of-work people line up for food and jobs, Great Depression underway
1930	1st FIFA World Cup held in Uruguay, Uruguay defeats Argentina for title
1930	Ralph and Chleo Jarvis sell 955 S 9th to HB and Clara Lamer
1930	Ralph and Chleo Jarvis buy 40-acre farm from HB and Clara Lamer
1930	Studying photographs, Clyde Tombaugh confirms the existence of Pluto
1930	Colonel Sanders opens 1st Kentucky Fried Chicken in North Corbin, Kentucky
1930	Jimmy Dewar invents Hostess Twinkies
1930	The first night game in organized baseball played in Independence, Kansas
1930	Aboard a Boeing tri-motor, Ellen Church becomes the first airline stewardess
1930	Chrysler Building becomes first man-made structure taller than 1,000 feet
1930	3M introduces Scotch Tape
1930	Hoover asks Congress for US\$150 million public works program

Ralph Resigned

Are you sitting down? Did you hear about Ralph Jarvis? He's not working for Nathan Jones.

In October 1930, Ralph had wrapped up the successful acquisition of the power plant in Danville, Virginia. The unsuccessful bid for the plant in Kansas City, Kansas had just ended.

In November 1930, Ralph and Chleo returned from the successful grand opening of Western Gas in Longview, Washington. As vice-president of utility operations, Ralph had been a keynote speaker.

A few short months later at the beginning of 1931, Ralph no longer worked for Nathan Jones and Public Utility Investment Company.



What happened?

I don't know what happened. I don't know why. Let's talk through some scenarios.

Did Ralph get fired? It's hard to imagine that Nathan Jones would fire Ralph. If Ralph's performance over time was poor, Jones wouldn't have kept promoting Ralph to such high positions in the company. No, he wasn't fired.

Was Ralph burned out? For years, he'd been on the road and away from home. Did he want to do something less stressful. I doubt it. Based on what we know about Ralph's personality and work ethic over the past decade, it seems like he thrived on travel and interaction with people and living the high life.

Was Ralph aware of forthcoming financial troubles for Jones' companies. Ralph would have known the inside scuttlebutt at the company. If the financial future was at risk, maybe it was time to get out. But would he quit his job for this reason? I don't think so.

Did Ralph want to grab the brass ring for himself? Perhaps he felt that Nathan Jones got most of the reward for the efforts of all his employees. Maybe Ralph wanted to give it a go for himself. We will see that Ralph did attempt some utility acquisitions, so it's possible that this was his motivation.

Did Ralph want to get into the cattle business full-time? Perhaps. We know he had an interest in raising Hereford cattle, and he'd built up a sizeable herd. But would he give up his lucrative job to do this?

Was it family issues? Was there a family issue or circumstance that Ralph needed to pay more attention to? Yes, definitely. Read on.

Conclusion

We don't know the exact reason why Ralph parted ways with Nathan Jones.

Based on what we know of Ralph's activities in late 1930 and throughout 1931, it looks like Ralph resigned. It was probably a combination of the reasons above.

Ralph was age 36.

What were Ralph's plans?

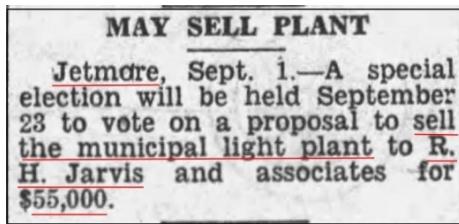
Start a utility business on his own

Ralph did try to acquire some utilities on his own. I don't know if he was successful in acquiring any.

A year or more ago he resigned his position with the Jones company and embarked in business on his own account, operating for the most part in Oklahoma.

The Tiller and Toiler – February 1932

For example, in September 1931 Ralph made an unsuccessful attempt to acquire the power plant at Jetmore, Kansas.



Council Grove Republican - September 1, 1931

Wichitan Bidding For Light Plant

Dwight Chapin, of Wichita, representing an unnamed corporation, has made an offer of \$65,000 for the municipal light plant at Jetmore.

The offer was made during a campaign in which voters rejected four to one an offer of \$55,000 for the plant by R. H. Jarvis, of Salina.

Wichita Evening Eagle - September 25, 1931

Raise Hereford cattle

In March 1929, Ralph and Chleo had bought a 640-acre cattle ranch in Summit Township in southwest Saline County. In December 1930, they had bought a 40-acre farm on the southwest edge of Salina.

Lately Mr. Jarvis has been spending practically all of his time at his ranch 8 miles southwest of Salina, where he owned a herd of purebred cattle. He was deeply interested in stock raising. The ranch, known as the Jarvis ranch, was a show place in that vicinity.

The Tiller and Toiler – February 1932

Was Ralph's resignation partly to spend more time raising Hereford cattle. Probably a contributing factor.

Ralph and Chleo had the ranch, and they had a large herd of Hereford cattle. Ralph could now devote more time to cattle breeding and raising.



Donnie had rheumatic fever

One of Ralph's resignation reasons must have been to spend more time at home. Son Donnie, age 8, had contracted rheumatic fever, the leading killer of children at the time.

The disease was not well understood. Rheumatism generally occurred in children after a bout of strep throat. The link between strep infection and rheumatic fever isn't clear, but it appears that the bacteria trick the immune system into attacking the body's own tissue, particularly the heart. Heart failure can result even after the child grows to adulthood.

In the 1920s, the only treatment was salicylates and bed rest. Most patients remained at home for weeks or months. Hospital stays ranged from 3 to 6 months. Half the patients died.

By 1930, the disease still wasn't understood, but newer treatments were tried. Often a tonsillectomy was performed. Sometimes change to a warmer climate was prescribed. In Donnie's case, Dr. Cheney performed a tonsillectomy, but the operation scarred the larynx.

Donnie survived the disease, but his scarred larynx affected his voice throughout his life. He also had heart disease at an early age and suffered a heart attack in his 50s.

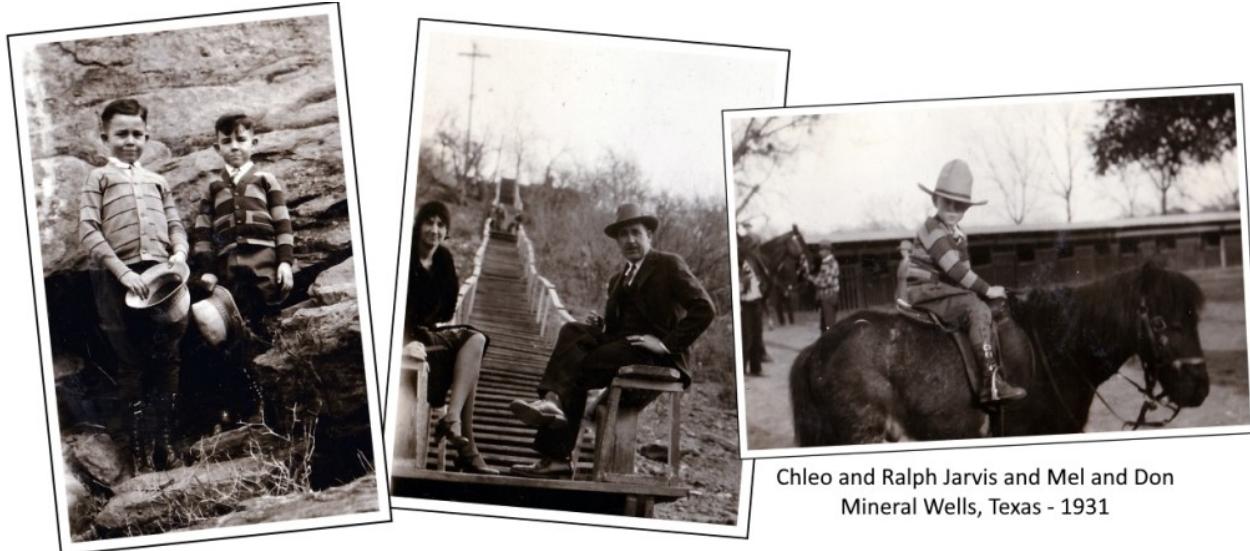
Ed. note: Dr. Ralph Cheney was our grandparent too. Mel Jarvis married Mary Cheney, daughter of Ralph and Emily Cheney. We'll meet them in the next series.

In 1942, a decade after Donnie contracted the disease, a streptococcus patient was treated with the new drug penicillin. The results were quick and amazing. The patient recovered and lived a long life of 90 years. Today childhood cases of rheumatic fever in the U.S. are rare, but the disease still ravages developing countries.

A warmer climate

For Donnie, the doctor prescribed bed rest and visits to a warm climate, particularly in winter. Ralph and Chleo took several trips to Texas and New Mexico.

One such visit was to Mineral Wells, Texas, 40 miles west of Fort Worth. It hosted a resort and healing mineral waters.



Ralph's health?

It was said that Ralph had been in poor health. Perhaps it was a lingering effect from World War I gas. But it hadn't seemed to slow him down. So, we don't know if that was a contributing factor.

Anna Webb

Chleo's mother Anna still lived in Larned in the Rock House. She came to Salina often to visit. In 1931, Anna was age 64.



Anna Webb (center). Adults L to R – Sam Stafford, Robert Mounts, Anna Stafford, Chleo Jarvis, Anna Webb, Ralph Jarvis, unknown woman, Lottie Jarvis, Tom Jarvis. Children L to R – Bobby Jarvis, Mel Jarvis

Anna and Sam Stafford

Ralph's mother Anna and her husband Sam Stafford were living at the ranch in 1931. Anna was age 61.



Tom and Lottie and Bobby Jarvis



Lottie, Bobby, and Tom Jarvis – c 1927

Recall that Tom and Lottie had adopted a 3-month-old boy in 1926 in New Jersey, just before they came to Kansas. They named him Robert Lillard Jarvis, after two of Tom's half-brothers Robert and Lillard Mounts. They called him Bobby.

Sam and Anna Stafford – c 1927

Family Nibbles

Around 1930, Tom Jarvis deserted Lottie and Bobby and left town. After Tom left, Lottie had no means of support. She was destitute and she was depressed.

In 1931, Bobby was made a ward of the juvenile court of Saline County. From there, the Saline County probation officer sent Bobby to the State Orphans' Home in Atchison, Kansas.

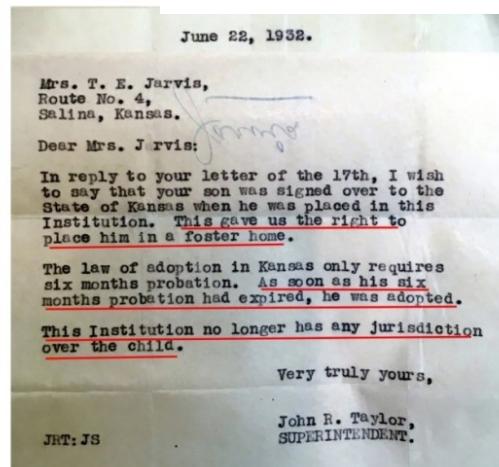
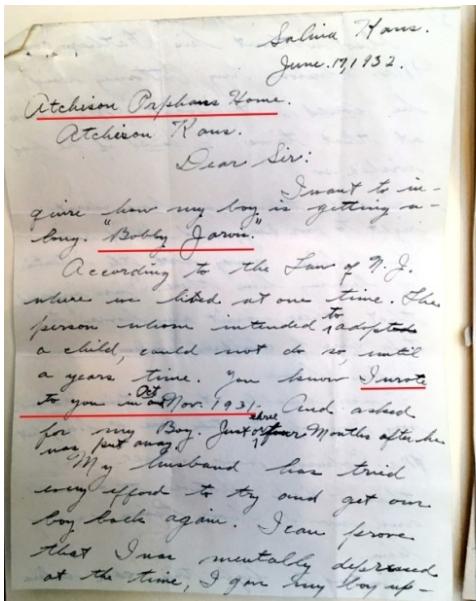
Once at the Orphans' Home, Bobby was placed in a foster home. And after a six months' probation period, he was adopted.

Lottie wrote letter after letter pleading to get Bobby back. But it was too late.

Cly

APPLICATION FOR ADMISSION TO THE STATE ORPHANS' HOME	
STATE OF KANSAS, { County of <u>Saline</u> } ss.	
To <u>Will F. Miller</u> <i>Judge of the Probate and Juvenile Court of said County:</i>	
Application is hereby made for the admission of <u>Robert Lillard Jarvis</u> <i>a resident of said county, to the State Orphans' Home.</i>	
Your petitioner respectfully represents to the court that ...he is (parent or guardian, or officer who by virtue of his office is supervisor of the poor, or probation officer, or person to whose care the child is committed) <u>Juvenile Court legal guardian</u> ;	
that said child is between two and fourteen years of age; is sound in mind and body; and <u>his</u> admission to said State Orphan's Home is sought on account of the following circumstances, to wit:	
<p>(State the grounds upon which this application is made, whether the first class—"dependent upon the public for support;" or the second class—"abandoned, neglected, or ill-treated child, whose condition is an object of public concern, and over whom the state may have power to exercise its authority and extend its protection." Also, give all available facts concerning the same—whether either or both parents are dead, and, if so, of what disease they died, and whether father was a soldier or sailor in the Union service.)</p> <p>That Thomas Jarvis, foster father of said child, has deserted him, and he cannot be located; that said child was left with his Jarvis' wife, the foster-mother, and the said foster-mother is destitute, is dependent upon others for support, and for reason of said dependency, said child was made a ward of the juvenile court of Saline County, Kansas, and on June 26, 1931, and was placed in my custody and control a probation officer. The said child has not now proper home, and it is known in an unfit place for said child due to the foster mother also being dependent for support, and she is unable to care for said child.</p>	

Application for Orphans' Home – Bobby Jarvis



Epilogue – Tom and Lottie

In 1934, Tom Jarvis married Ruth Meredith in Wichita, Kansas.

Tom lived around Wichita for the rest of his life. He died in 1970 at age 80 and is buried in Wichita.





In 1932, Lottie married Richard Stinnett in South Dakota.

They moved back to Salina and lived there for several years. They had two children.

Richard Stinnett died in 1939.

Lottie died in 1991 in Red Bank, New Jersey at age 94.

Nibbles Extra Credit – Great Depression – 1931

1931 was arguably one of the worst years of the Great Depression. During the year, Congress and Hoover passed no major legislation dealing with the Depression.

2,294 banks failed during 1931.

28,285 businesses failed.

Unemployment rose to 16%. The economy shrank by 8.5%. Prices fell 9.3%.

By 1931, most American had been impacted by the Depression, and realized that it wasn't going away soon.



A "Hooverville" in the old Central Park, New York – c 1931

Food riots

In February, Minneapolis, food riots broke out in Minneapolis as hundreds of people broke into a market and make off with food. A hundred police are needed to quell the riot.

Similar food riots broke out across the country.

Anti-immigrant sentiment

Anti-immigrant sentiment grew dramatically. As unemployment grew, blame was cast on foreigners for stealing American jobs. In particular, Hispanic farm workers in California were targeted. Many were harassed and perhaps more than a million were deported. Many of those deported were U.S. citizens, first-generation children of Mexican immigrants born in the U.S.



New York Times – January 4, 1931

Similar sentiments were growing across Europe. In Germany, growing populism enabled the rise of the Nazi party.



Relatives and friends wave goodbye to a train carrying 1,500 people being expelled from Los Angeles back to Mexico in 1931.

Bank failures

In May and June, there was a second round of bank failures. This run began in Chicago. Of 193 state-chartered banks, only 35 would survive over the next two years.

Across the country, almost 2,300 banks failed in 1931.

Drought and Dust Bowl

The mid-South were the worst affected by the drought in 1931. But the Midwest was now suffering dust storms on a regular basis.

Timeline - 1931

Year	Event
1931	The Star-Spangled Banner by Francis Scott Key becomes US national anthem
1931	State of Nevada legalizes gambling
1931	Empire State Building is completed and opens for business
1931	Ralph Jarvis resigns from PUC and starts similar business
1931	Jetmore votes against selling electric plant to Ralph Jarvis
1931	Thomas Edison submits his last patent application
1931	Lake of the Ozarks in Missouri completed
1931	Al Capone is sentenced to 11 years in prison for tax evasion in Chicago

Ralph Jarvis Died

Did you hear? Ralph Jarvis died this afternoon.

He was out with the horses. He came into the house and told Chleo he didn't feel well. He retired to the bedroom.

Shortly, he yelled for Chleo. He died at 3 o'clock.



Ralph Hayden Jarvis died on Monday, February 15, 1932, at 3 pm. He was age 37.



Ralph Hayden Jarvis 1894-1932

R. H. JARVIS DIES

Passes Away Suddenly This Afternoon At Farm Near This City

R. H. Jarvis, route one, Salina, died suddenly this afternoon at his home on route one, immediately southeast of the city. The pulmotor was summoned, but Mr. Jarvis was dead when it arrived, according to the statement of Ben Wolbert, firechief. The firechief said he was informed at the Jarvis home that Mr. Jarvis had been in the lots turning some horses loose, and returned to the house to say he was ill. He went to his room to lie down. Later he summoned his wife. He died about 3 o'clock, his physician stated.

The Salina Journal – February 15, 1932

MANY ATTEN FUNERAL

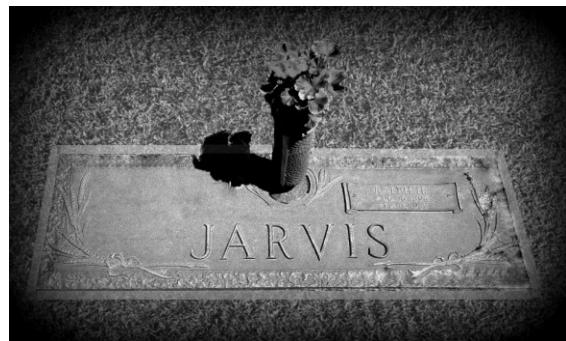
Last Rites For R. H. Jarvis Held Wednesday Afternoon

Friends and relatives of R. H. Jarvis paid their final respect to his memory Wednesday afternoon at the funeral service conducted in the afternoon from the Rush Smith Funeral Home, with Rev. A. G. Williamson, pastor of the First Methodist church in charge. The floral tributes were lovely and formed an almost solid embankment on one side of the room. Former associates of Mr. Jarvis in the Public Utility Investment company served as pall bearers and that institution's offices closed from 2 until 4 o'clock in the afternoon in tribute to him. Interment was made in Memorial Park cemetery.

The Salina Journal - February 17, 1932

Funeral

Ralph was buried on Wednesday, February 17, at Roselawn Memorial Cemetery in Salina. Many of his friends and co-workers attended.



Obituary

Ralph's obituary in Larned's *The Tiller and Toiler* gives us the most information about his life.

Ralph H. Jarvis, a former Larned resident, died Monday afternoon at his home in Salina, the result of a heart attack. Mr. Jarvis had not been in good health for a long time. He was gassed in the world war and never had fully recovered from the experience.

He amassed a considerable fortune. He built one of the most beautiful homes in Salina.

A year ago he resigned his position with the Jones company and embarked in business on his own account, operating for the most part in Oklahoma.

Mr. Jarvis' wealth recently has been estimated to be between \$200,000 and \$250,000.

Mr. Jarvis was one of the original group of young men who helped Nathan L. Jones lay the foundation for his extensive utility business in Larned. Mr. Jones once said of him: "My attention was first attracted to the superior qualities of Mr. Jarvis we were building the transmission line of the old Pawnee Power & Water Company. A truck was mired on the road and nobody else seemed to know what do, but I turned the job over to Ralph Jarvis and he had the truck on solid ground in a jiffy. That incident stuck in my mind, and I felt he had the qualities of persistence, initiative, and executive capacity to make him a valuable man for our company. Time proved the wisdom of the idea."

DEATH OF RALPH JARVIS IN SALINA MONDAY

Former Larned Man, Whose Rise Had Been Rapid, Succumbed to a Heart Attack.

Ralph H. Jarvis, a former Larned resident, died Monday afternoon at his home in Salina, the result of a heart attack. Mr. Jarvis had not been in good health for a long time. He was gassed in the world war and never had fully recovered from the experience.

Mr. Jarvis had made a rapid rise in the world. He came to Larned in 1916 and started in at the bottom with the old Pawnee Power & Light Company, controlled by Nathan L. Jones. Mr. Jarvis began with the company as a truck driver and rose steadily. Ten years later he held an important position with the acquisition department of the Public Utilities Investment Company, Salina, Nathan L. Jones concern, and was its vice president.

He built one of the most beautiful homes in Salina.

A year or more ago he resigned his position with the Jones company and embarked in business on his own account, operating for the most part in Oklahoma. He was interested in stock raising.

Lately Mr. Jarvis has been spending practically all of his time at his ranch,

8 miles southwest of Salina, where he owned a herd of purebred cattle.

He was deeply interested in stock raising.

The ranch, known as the Jarvis ranch, was a

show place in that vicinity.

Mr. Jarvis recently has been variously estimated to be between \$200,000 and \$250,000.

Soon after the declaration of war in 1916 he enlisted in Company F, later joining the 1st Cavalry Company, and saw active service overseas.

Mr. Jarvis was one of the original group of young men who helped Nathan L. Jones lay the foundation for his extensive utility business in Larned. Mr. Jones once said of him: "My attention was first attracted to the superior qualities of Mr. Jarvis when we were building the transmission lines of the old Pawnee Power & Water company. A truck was mired on the road, and nobody else seemed to know what to do. You turned the job over to Ralph Jarvis and he had the truck on solid ground in a jiffy. That incident stuck in my mind, and I felt he had the qualities of persistence, initiative and executive capacity to make him a valuable man for our company. Time proved the wisdom of the idea."

Mr. Jarvis is understood to have left a considerable estate, although it is said that he lapsed nearly \$50,000 in life insurance in recent months. Mr. Jarvis was married to Miss Cleo Webb in Larned.

Funeral services for Mr. Jarvis were held yesterday afternoon in Salina, and burial was in Salina. Those who attended the funeral services from Larned were Mr. and Mrs. O. H. Baxter, Mr. and Mrs. Ben Sooby and Mrs. Tom Sooby. Mr. Tom Sooby and Mrs. O. H. Baxter were sisters of Mrs. Jarvis. Mr. Jarvis is survived by his widow and two sons, Melvin and Donald.

Mr. Jarvis had made a rapid rise in the world. He came to Larned in 1916 and started in at the bottom with the old Pawnee Power & Light Company, controlled by Nathan L. Jones. Mr. Jarvis began with the company as a truck driver and rose steadily. Ten years later he held an important position with the acquisition department of the Public Utilities Investment Company, Salina, Nathan L. Jones concern, and was its vice president.

Lately Mr. Jarvis has been spending practically all of his time at his ranch, 8 miles southwest of Salina, where he owned a herd of purebred cattle. He was deeply interested in stock raising. The ranch, known as the Jarvis ranch, was a show place in that vicinity.

Mr. Jarvis is understood to have left a considerable estate, although it is said that he lapsed nearly \$50,000 in life insurance in recent months. Mr. Jarvis was married to Miss Cleo Webb in Larned.

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The Tiller and Toiler – February 18, 1932

I didn't know he "had not been in good health for a long time." It's here that we learned that he resigned his position with Public Utility Investment Company. The obit talks about his interest in purebred cattle. There's even a quote from Nathan Jones.

Chleo's situation

Chleo Jarvis, age 32, had lost her husband. They had met in 1916 in Larned, when Ralph was 22 and Chleo 16. They married in December 1919, just over 11 years ago. Chleo mourned her loss.

Like so many of our great-grandparents, Chleo was a young single mother. Her son Mel was almost 11. Donnie was age 9. But unlike many of those great-grandparents, Chleo wasn't under financial duress.

She had a farm with a mortgage, a ranch with a mortgage, and a bunch of horses and cattle. Also, Ralph had a life insurance policy. Chleo would deal with Ralph's affairs, but there was time for an orderly approach.

Chleo would have to decide if she wanted to keep the farm and the ranch. Or would she move into town in Salina. Or would she move back to Larned where her mother was.



Chleo Webb Jarvis – 1931

Probate

Ralph had a will in which he named Chleo as executrix.

The first order of business was to probate Ralph's will so Chleo would be authorized to conduct financial transactions. Chleo used the Burch, Litowich, Royce law firm. She knew them well, as they were the corporate attorneys for Public Utility Investment Company and friends of Ralph and Chleo.

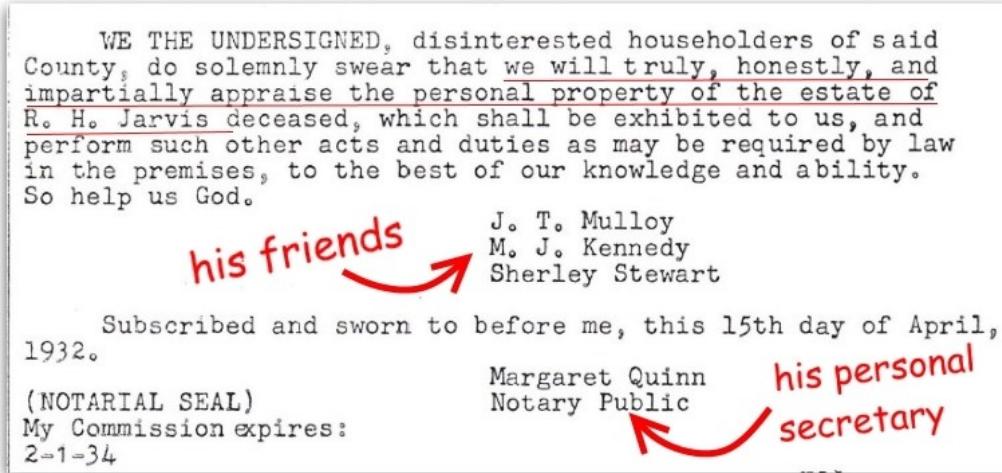
The attorneys filed a PETITION FOR PROBATE OF WILL on February 18, the day after Ralph's funeral.

IN THE MATTER OF THE ESTATE OF <u>R. H. JARVIS</u> , DECEASED	NO. 32 IN THE PROBATE COURT OF SALINE COUNTY, KANSAS
	ESTATE #4780 GENERAL INDEX "J", PAGE 213 & 230
	February 18, 1932, PETITION FOR PROBATE OF WILL filed; Entered in Journal #38, Page 242, and is as follows:
That said Last Will and Testament has been executed in all respects according to law. And your petitioner further says that the said R. H. Jarvis left surviving him as <u>him</u> heirs at law	
Sylvia C. Jarvis, his wife Melvin LeRoy Jarvis, his son Donald Clair Jarvis, his son	

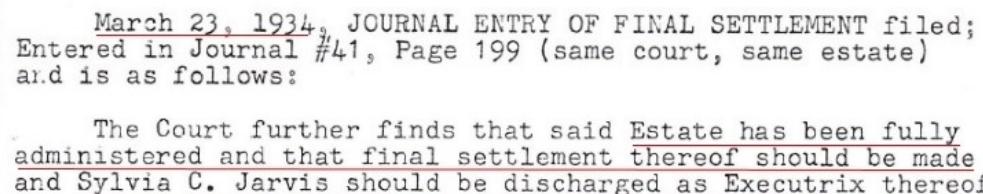
Family Nibbles

On February 20, Probate Judge Will Miller adjudged the will to be legitimate, and authorized Chleo as Executrix. Now, Chleo would be able to make financial transactions as Executrix.

On February 24, the attorneys placed the required notice in the Salina Journal. Ralph's friends and co-workers Jim Mulloy, Sherley Stewart, and M.J. Kennedy were appointed to inventory the value of his estate. Ralph's personal secretary Margaret Quinn notarized the document.



On March 23, 1934, two years after Ralph's death, the court found that the estate had been fully administered, and that final settlement should be made.



Surprisingly, Ralph's estate was not too complicated. The value of land and cattle sale were a break-even with the mortgages. There wasn't much cash or stock. Perhaps he sold his Public Utility Investment Company stock when he resigned.

One odd asset was a stock certificate for 600 shares of Godchaux Sugars. Godchaux was a large plantation and sugar refinery in Louisiana. Godchaux operated until 1956, when it sold to National Sugar. Chleo kept those stocks.

In the end, the estate value included the farm and ranch and their mortgages, a few thousand dollars and the sugar stock.

Sell the ranch

One of Chleo's first decisions was that she would sell the ranch.

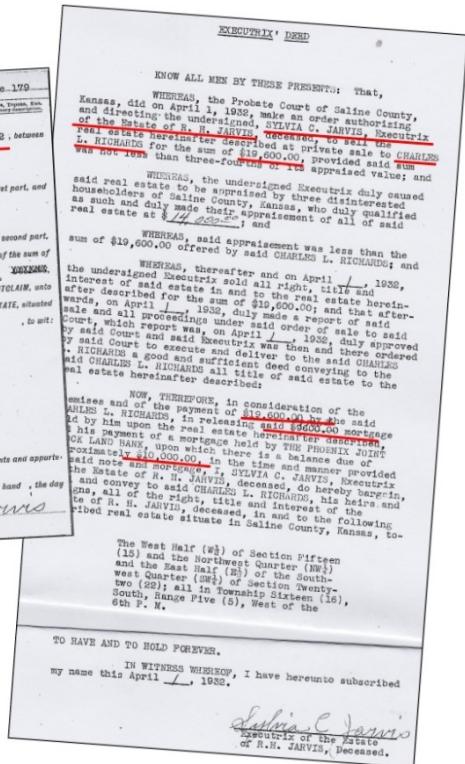
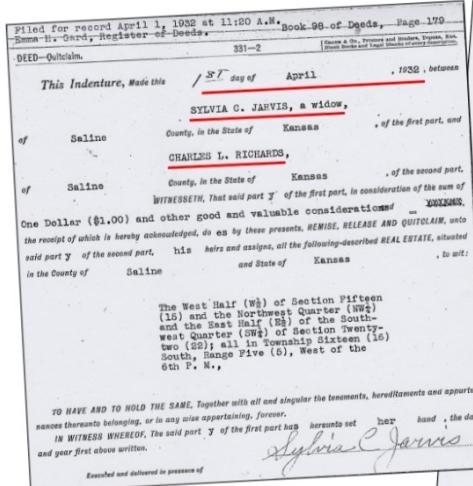
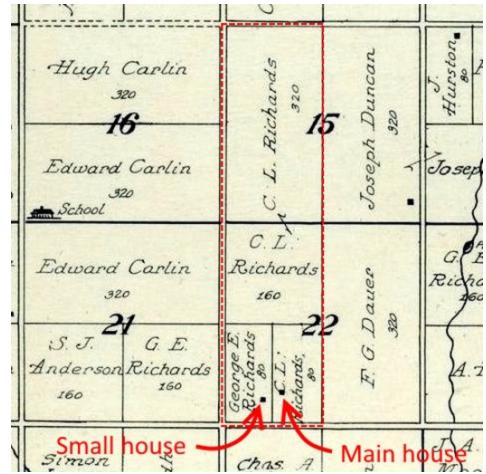
Ralph and Chleo had bought the ranch in two parts, the larger 560-acre part from C.L. Richards and the smaller 80-acre part from C.L.'s brother George Richards. Each part included a house.

The 560-acre part

On April 1, 1932, just over a month after Ralph died, Chleo sold the larger 560-acre part of the ranch back to C.L. Richards.

The price of \$19,600 covered her mortgage of \$9,600 and the contract amount of \$10,000 to Richards. So Chleo broke even on the deal, and Richards bought his ranch back for what he'd sold it for four years earlier.

Tom and Lottie Jarvis were no longer living in the main ranch house on the C.L. Richards part, so that wasn't a worry.



The 80-acre part

Anna and Sam Stafford still lived in the house on the smaller part bought from George Richards.

Chleo kept the smaller 80-acre part of the ranch, so Anna and Sam Stafford would have a place to live. They continued to live there for several years.

In 1935, Anna and Sam Stafford moved to Wichita to live near Tom Jarvis. At that time, Chleo sold the small part of the ranch to Hugh Carlin.

Sell the cattle, horses, and ranch goods.

On Monday, April 4, 1932, Chleo had a sale to sell the horses, cattle, and ranch goods. The proceeds were \$1,702.90. Chleo didn't sell their personal horses, which were kept at the farm in Salina.

**EXECUTRIX'S
SALE**

In order to settle the estate of the late R. H. Jarvis, we will sell at Public Auction at the farm 9 miles south of Brookville; 7 miles west of Valen, and 7 miles north and $\frac{1}{2}$ miles west of Marquette, on

Monday, April 4

Beginning at 10 o'clock a. m.

HORSES AND MULES

I team black mare yearling & 10 years old. 1 team gray mares, with foal. 1 team 10 years old. 1 team black geldings, 7 years old. 1 team black mares, 9 years old. 1 bay mare, 10 years old. 1 bay gelding, 7 years old. 1 black colt, 3 years old. 2 black colts, 2 years old. 1 black gelding, 10 years old. 1 team black geldings, 4 years old. 1 team black mares, 4 years old. 1 white mare, 10 years old. 1 Registered Gennery Jersey and Gelding, 4 years old. 1 Registered Gennery Gelding, 12 years old. 1 mixed cow part foal, 1 year old. 1 team black geldings, 4 years old. 1 white mares, 2 years old. 1 Gennery Gelding, 2 years old. 2 white foaled geldings, 4 years old. 1 white mares, 2 years old. 1 Gennery Gelding, 1 year old. 1 Gennery Gelding, 2 years old. 1 white face steer, running 2 years old.

CATTLE

1 Holstein, 4 years old. 1 Holstein, 10 years old. 1 Registered Guernsey, 10 years old. 1 Regis Jersey and Gelding, 4 years old. 1 white heifer, 2 years old. 1 Gennery Gelding, 2 years old. 1 white foaled heifer, 2 years old. 1 white heifer, 2 years old. 1 white heifer, 2 years old. 1 Gennery Gelding, 2 years old. 1 white face steer, running 2 years old.

Machinery, Household Goods, Miscellaneous

I have harter, 1 10-inch I. H. C. grader, 1 14-C. Farmall tractor and mower, 2 mowers, 1 Daingerfield and 1 John Deere, 1 grain elevator, 1 rock corn header, 2 1-inch no-till cultivators, 1 single row planter, 1 16-hp motor, 1 16-inch B. & W. drill, 1 16-inch hay rack, 1 16-inch sulky plow, 2 500-hp broomcorn headers (complete), chick waterers and feeders, 1 hog feeder, 20 cattle bunkers, 3 sets harness, 1 10-hp motor, 1 table, 4 chairs, 1 large heating stove, 3 beds complete springs and mattresses, 1 9x12 Congoleum rug, 2 rocking chairs, 1 wash tub, 1 wash board, 1 wooden bed trailer.

CARS—Phantom truck, 15 tons; 1 grain bed trailer.

TERMS: Cash, see your Banker

Lunch on the Grounds

SYLVIA C. JARVIS, Executrix

FALUN STATE BANK, Clerk

A. E. RUGGLES, Auctioneer

2 mules and 11 horses

4 bulls and 10 cows

Farmall tractor, 2 mowers
binders, cultivators, hay rack

Table and 4 chairs, heating stove,
3 beds, 2 rocking chairs

2 500 chick brooder stoves, chick waterers, hog feeder, 3 harnesses

Hudson 1/2 ton truck, 1 grain trailer

Wadden 1, 2 von Wacker, - gram. Wacker

Hudson 1/2 ton truck, 1 grain trailer

THE FALUN STATE BANK
CAPITAL AND SURPLUS \$100,000.
Falun, Kansas

April 13, 1902.

Sylvia C. Parrish, Executrix,
~~Million, Kansas.~~

Dear Madam:

Enclosed herewith please find our draft for \$1705.20 as the proceeds of your Sale held on April 4th. You will note that this does not include the account of G.C. Bahrer, which supposedly has been settled with Mr. Malley. This latter account amounted to \$155.50.

Please mail us your check for \$10.00 Clerk fee.

Respectfully yours,

L. D. S.

Cashier.

Life insurance

As his obituary notes, Ralph had let some of his life insurance policies lapse, perhaps \$50,000 worth. Fortunately, he had another policy. That policy paid \$80,400.

Without the life insurance policy, Chleo's inheritance would have had almost no value.

CPI Inflation Calculator

\$

in

has the same buying power as

in

That \$80,400 in 1932 would be the equivalent of over \$1.5 million today.

Ralph did that right. His was the highest life insurance payout in Kansas in 1932.

Insurance Payments Here
Last Year Total \$302,000

A third of a million dollars was paid out, in life insurance, to Hutchinson people during 1932, a survey by the National Underwriter, weekly insurance paper shows.

In Kansas \$45,400,000 was paid out during the year. Wichita, Kansas City and Topeka led the state, with Hutchinson fourth, with \$302,000 paid out here.

Salina ranked fifth, and Abilene sixth, with Lawrence, Emporia and Arkansas City following.

The largest individual life insurance death payment in Kansas in 1932 was \$80,400, on the life of Ralph H. Jarvis of Salina. Other large payments were, Elmer H. Forney, Abilene, \$62,166; Harry B. Bowman, Larned, \$55,000; Wilbur L. Smyth, Great Bend, \$42,000; John M. Long, Topeka, \$39,000; Clifford P. Foster, Kansas City, \$33,000; Alonzo E. Lutz, Beloit, \$30,534.

The Hutchinson News - July 29, 1933

The farm

Chleo decided she would keep the farm and raise her sons there. She would need some help.

Anna and Jim Webb

Chleo's mother Anna Webb came to Salina to stay awhile and lend a helping hand. She was a comfort and a big help.

Later, Chleo's brother Jim Webb came to help out. Jim was her elder brother by nine years. In 1931, he was age 40. Jim had never married.

Jim had worked on farms and ranches all his life. He was a great help taking care of the outdoor chores and the farm.

Chleo appreciated both of them so much that she eventually asked them to live with her permanently. And they did. Anna Webb sold the Rock House in Larned, and she and Jim moved to Chleo's farm in Salina.



Chleo, Mel, and Don Jarvis and Anna Webb – 1932



Jim Webb, with Mel and Don Jarvis and dog. Horse team are Prince and Queenie. Farmhouse in background. c 1933

Nibbles Extra Credit – Great Depression – 1932

If there was a worse year in the Depression than 1931, it was 1932.

Unemployment rose to 23.6%. 13 million people, almost 1 in 4, were unemployed. Many had lost their savings, and many had lost their homes and farms.

The economy shrank another 13%.



Franklin D. Roosevelt Memorial – Washington, D.C.

Bank failures

1,700 more banks failed. More than 10,000 banks, 40% of all banks, have failed.



Taxes

In June, Hoover signed the Revenue Act of 1932. It raised the top income tax rate from 25% to 63%. The act also raised corporate income taxes and sales taxes. Hoover thought it would restore confidence and reduce the federal deficit. But it made the situation worse.

Dow hits bottom

On July 8, 1932, the Dow Jones hit bottom at 41.22. That's the lowest ever recorded, and a 90% loss from its high in September 1929.



Dust bowl

More than 14 major dust storms hit the Midwest in 1931.

Roosevelt elected



In November, Franklin D. Roosevelt was elected President. He defeated Hoover in a landslide. The American people blamed Hoover for multiple transgressions in dealing with the Depression.

Democrats won majorities in both houses of Congress.

Some hope?

Construction contracts increased 30% by the end of the year. Department store sales rose 8%. And by September the rate of bank failures slowed.

A stamp collector himself, FDR understood the power of visual imagery, and he changed the look of stamps to convey messages of hope, optimism, and the solidity of the federal government.

Delivering Hope – National Postal Museum



Timeline - 1932

Year	Event
1932	Amelia Earhart makes 1st solo transatlantic flight by a woman
1932	The Dow Jones reaches lowest level of the Great Depression, at 41.22.
1932	Ralph Hayden Jarvis (1G) dies in Salina, Kansas, age 37
1932	Infant son of Charles and Anne Lindbergh is kidnapped, later found dead
1932	Revenue Act of 1932 creates gas tax in the United States at 1 cent per gallon
1932	Ralph Hayden Jarvis (1G) dies in Salina, Kansas, age 37
1932	Chleo Jarvis has sale at Brookville ranch
1932	Amelia Earhart flies from the US to Derry, Northern Ireland in 15 hours
1932	Tax lien filed against Nathan Jones
1932	Ralph Jarvis had highest life insurance payout in Kansas \$80,000
1932	Anna and Jim Webb move to Salina to live with Chleo Jarvis and sons
1932	Unemployment in the USA is around 33%, about 14 million

Nathan Jones Fall From Grace

Nathan Jones had gone from a 23-year-old small town electrician to a regional utility magnate. He built a big company and made a fortune. He was a philanthropist. He had a model dairy farm and a stable of show horses and a private airplane.



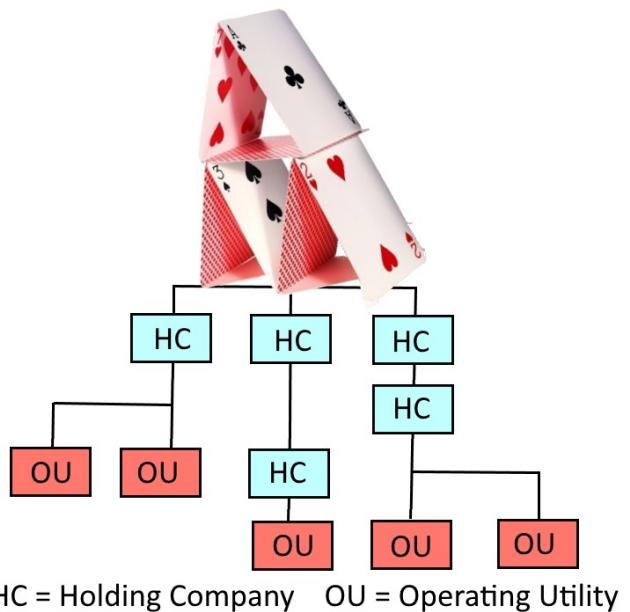
Nathan L. Jones – 1929

Nathan Jones' early business dealings had gained him praise and acclaim.

His customers got good service. His employees had good jobs and advancement opportunities. His investors received regular dividends on their investments.

But as his companies grew, Jones turned more to leveraged financing of holding companies instead of his core businesses of utility operating companies. It was the way the utility industry worked across the county.

Throughout the Roaring 20s and the first years of the Great Depression of the 30s, Jones' companies continued to set growth records.



A horse sale – April 1932

In April 1932, just two months after Ralph Jarvis died, Nathan Jones began to sell his prized horses. At one sale in Kansas City, his saddle horses were the feature attraction of an auction. His horses were a passion. Why would he want to sell them? Was this a sign of trouble?

A tax lien – May 1932

A month later, in May 1932, an Internal Revenue investigator filed a tax lien against Nathan Jones. The lien charged a back tax amount of \$17,828.76, plus interest. It was for underpayment of Nathan Jones' personal income taxes for 1928, 1929, and 1930.

SALINA, May 27.—(P)—A federal income tax lien for \$17,897.88 has been filed here against property owned by Nathan L. Jones, utilities operator. The lien, filed by H. H. Motter, Wichita, federal internal revenue collector, includes interest for 1928, 1929 and 1930.

The Parsons Sun – May 27, 1932

Was Nathan Jones cheating? I don't think we can read too much into this tax lien. For someone with complicated finances, it could be shrewd maneuvering by his accountants. It wasn't mistakes, because he had the best accountants in Salina.

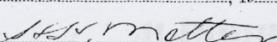
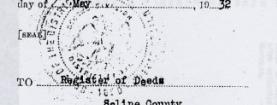
ROYAL SALE TOMORROW.

Saddle Horses on Block Include Widely Known Ones.

The second annual spring sale of saddle horses, sponsored by the American Royal Livestock and Horse show, will begin at 1 o'clock tomorrow afternoon in the American Royal building, Twenty-third street and Wyoming avenue.

A feature of the occasion will be the dispersal sale of the saddle horses of the Jo-Mar stables, Salina, Kas., owned by Nathan L. Jones. The lot will include the beautiful white high school mare, Silver Lady, shown sev-

The Kansas City Star – April 8, 1932

Filed for record May 25, 1932 at 3:35 P.M. Book 13 of Misc. Page 45 FEDERAL BUREAU OF INVESTIGATION INTERNAL REVENUE SERVICE NOTICE OF TAX LIEN UNDER INTERNAL REVENUE LAWS	
No. 407	UNITED STATES INTERNAL REVENUE,
	DISTRICT OF Kansas
	May 24, 1932
Pursuant to the provisions of Section 3186 of the Revised Statutes of the United States, as amended by Section 612 of the Revenue Act of 1926.	
Name of taxpayer	Nathan L. Jones
Residence or place of business	Salina, Kansas
Nature of tax	Income
Taxable period	Calendar years 1928, 1929 and 1930
Amount of tax assessed	\$ 17,828.76
Additional (penalty) tax assessed	\$ 69.12
(Plus interest @ 12% from 5-23-32)	
Date assessment list received	, 19
 <i>H. H. Motter</i> Collector.	
CERTIFICATE OF OFFICER AUTHORIZED BY LAW TO TAKE ACKNOWLEDGMENTS	
STATE OF Kansas	ON
COUNTY OF Sedgewick	day of May, 1932
On this day personally appeared before me a Clerk of U.S. District Court	
in and for the State and County aforesaid, H. H. Motter	
Collector of Internal Revenue for the district of Kansas	
to me well known as the person who executed the foregoing instrument, and acknowledged that he executed the same for the purpose therein expressed.	
In witness whereof I have hereunto set my hand and official seal, this the 24th	
day of May, 1932.	
 Clerk of U.S. District Court Saline County Kansas	

Tax Lien – Nathan L. Jones – May 1932

The years referred to in the tax lien are before the worst of the Great Depression, so it's hard to believe that Jones' personal finances were suffering. But...

A bond default – August 1932

Uh oh. On August 1, 1932, Western Power, Light and Telephone Company defaulted on a bond issue for \$465,802. That means the bond holders not only didn't get their interest payment, they also didn't get their principal amount repaid. They lost it all.

Western Power was one of Jones' main holding companies. Were things starting to unravel?

A cattle sale – August 1932

The same month, August 1932, Jones held an auction to sell the prized Jo-Mar herd of Guernsey cattle. In one of the biggest auctions of its kind in the Midwest, the herd of 96 cattle sold for an average price of \$100.

Was Nathan Jones trying to liquidate what he could before it was all taken away?

SALINA DAIRY HERD SOLD.
Ninety-six Animals From Nathan L. Jones Farm Average \$100 Each.
Salina, Kas.—~~The Nathan L. Jones dairy herd is no more.~~ The animals were disposed of at public auction here, marking the passing of a Guernsey center that had become famous in this and surrounding states. The herd comprised ninety-six head of Guernseys and went on

The Kansas City Star – August 24, 1932

Sell Ford dealership – October 1932

In October 1932, Nathan Jones announced that he had terminated his Ford dealership contract and would have a close-out sale.

Was he trying to liquidate what he could before it was taken away?

Gigantic Automobile Auction . . . SALE . . .
To be held by ~~Nathan L. Jones Motor Co.~~, 743 North Santa Fe
Salina, Kansas
Monday and Tuesday November 2 and 3
Every car, shop equipment and other items will be sold to the highest bidder. You can easily afford to drive two hundred miles to this sale for it will be the only opportunity this year to buy the car you want at your price.
We have just recently terminated our Ford contract and therefore this is positively a
Closing Out Sale

The Salina Journal – October 29, 1932

Western Power into receivership – Nov 1932

Big troubles. After Western Power, Light and Telephone defaulted on the August 1 bond repayment, the bondholders went to court to try to get their money. There were upcoming bond issue repayments of \$1 million coming up in December and \$3 million due in February 1933. Bondholders were frantic.

On November 14, the judge threw the company into receivership. That means appointing someone as receiver to take over all the assets of the company and try to salvage as much as possible.

WESTERN POWER UTILITY INTO A RECEIVERSHIP

**It is Twenty Million Dollar
Power, Light and Tele-
phone Concern.**

**Chicago, Nov. 14.—(P)—Federal
Judge James H. Wilkerson an-
nounced today the appointment of
an equity receiver for the Western
Power, Light and Telephone com-
pany, a \$20,000,000 holding corpora-
tion operating 19 public utilities in
275 middle western communities.**

**The court had appointed Robert
L. Tudor as receiver last Friday,
but the action was suppressed until
today.**

**The various utility companies
embraced by the corporation served
650,000 people, the activities includ-
ing sale of gas, light and power, wa-
ter, telephone service, salt, coal and
wood.**

**Receivership was asked by a
group of creditors holding notes
totaling \$150,000. J. A. Kennedy,
president, consented to the receivership
as a means to prevent lawsuits
which might jeopardize assets. He
stated that normal income of the
company was \$3,500,000 annually.**

**The petition cited that the com-
pany defaulted Aug. 1 on a bond
issue of \$465,802 and that \$2,999,900
falls due next February and \$1,060,-
000 in December 1932.**

**For Salina Company.
Salina, Kan., Nov. 14.—(P)—
Judge John C. Pollock has appoint-
ed Robert L. Tudor and C. G. Grant
ancillary receivers for the Western
Power, Light & Telephone com-
pany, with headquarters in Salina.**

Chicago, Nov 14 - AP

Federal Judge James H. Wilkerson announced today the appointment of an equity receiver for the Western Power, Light and Telephone Company, a \$20,000,000 holding corporation operating 19 public utilities in 275 middle western communities.

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The various utility companies embraced by the corporation served 650,000 people, the activities including sale of gas, light and power, water, telephone service, salt, coal and wood.

Receivership was asked by a group of creditors holding notes totaling \$150,000. J.A. Kennedy, president, consented to the receivership as a means to prevent lawsuits which might jeopardize assets. He stated that the normal income of the company was \$3,500,000 annually.

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Salina, Kan. Nov 14. - AP

Judge John C. Pollock ha appointed Robert L. Tudor and C.G. Grant ancillary receivers for the Western Power, Light and Telephone Company, with headquarters in Salina.

The order was signed by Judge Pollock in Kansas City.

Judge Pollock authorized the receivers to employ B.I. Litowich of Salina as counsel.

The Hutchinson News – November 14, 1932

Everything else into receivership – July 1933

Public Utility Investment and Diversified Utility Investment Companies were the top two holding companies in Nathan Jones' portfolio.

On June 22, 1933, those two holding companies were thrown into receivership.

Nathan Jones was out.

RECEIVERS TAKE THEM

**Salina, June 22.—Two Nathan
Jones companies, the Public
Utility Investment and Diversi-
fied Utility Investments, have
been thrown into receivership
by creditors.**

Council Grove Republican – June 22, 1933

Nathan Jones, of Salina, has a polo team in the family. His four boys, Nathan Edward, 10, Marx, 7, Scott, 4, and "Corky", 3, are all lovers of the ponies and they have rodeos every Saturday.

The Hutchinson News – June 26, 1933

In a bit of irony, the news reported on the Jones family polo team the same week the holding companies went into receivership.

Epilogue – Nathan Jones

In 1934, his empire gone, Nathan Jones sold his home for \$15,000.

BUY JONES HOME

Salina, July 19.—The Nathan Jones home, one of the show places of Salina during the heyday of the utility boom, has been sold to Ward Marshall for \$15,000.

Council Grove Republican – July 19, 1934

Nathan Jones, former wealthy Salina resident, who became bankrupt, is reported selling gold mining stock in Colorado Springs. . . .

The Manhattan Mercury – August 14, 1936

In 1936, Nathan Jones was reportedly selling gold mining stocks in Colorado.

By 1938, Jones had moved back to Kansas and was speculating in oil wells around central Kansas.

New Burron Test Is Expected To Produce

The No. 1 Le Clerc of the Shafer Drilling company and Nathan L. Jones in the center north line, south half, southeast 19 23-3w is getting down toward the chat

The Hutchinson News – September 7, 1938

Family Nibbles

In the late 1940s, Nathan Jones founded Town & Country Homes, a housing development company. He expanded rapidly, with projects in towns in Kansas, Nebraska, Oklahoma, and Texas. He pre-sold houses and took deposits from buyers. Unfortunately, he didn't always deliver.

KANSAN IN TROUBLE
Salina — Nathan Jones, whose operations have made news in central Kansas for a quarter century, is reportedly in trouble in Texas. His Town & Country Home development is in receivership and his realty license has been revoked in Dallas where he has similarly named corporation. Two home buyers have sworn that Jones accepted deposits from them for pre-fabricated houses and either failed to deliver or never started the houses.

Jones Faces Theft Charges

Dallas (AP) — Nathan L. Jones, 52, president of Town & Country Builders, Inc., of Dallas was arrested Thursday on 17 indictments returned against him in Livingston.

Jones, whose Texas real estate license was revoked early this year, was indicted on charges of mail fraud and swindling.

The Hutchinson News - December 29, 1950

Council Grove Republican - December 19, 1950

Nathan Jones In Serious Trouble

Nathan L. Jones, the 38-year-old Salina promoter who twice jumped from hitch-hiking to Cadillacs, is in serious trouble again.

This time it is with Uncle Sam. Jones is now charged with mail fraud in both Kansas and Texas in connection with his building promotions. His specialty was selling homes to GIs.

A federal grand jury in Wichita Wednesday indicted Jones on 22 counts charging mail fraud. How many thousands of dollars were involved, the indictment did not say.

Contracts were pending on which more than \$13,000 had been paid.

Postal inspectors reported some houses were built, but many were

The Salina Journal - June 24, 1951

Ex-Kansan Admits Fraud on Homes

DALLAS (AP) — Nathan L. Jones, former Kansas utility operator, Saturday was under a three-year probationary prison sentence for mail fraud.

The 59-year-old Dallas builder, accused of taking deposits in Texas, Kansas and Oklahoma for homes that never were built, had pleaded guilty to the mail fraud charge.

The Parsons Sun - December 20, 1952

By 1951, he was arrested on swindling and mail fraud charges. He pled guilty to 17 counts of swindling and 10 counts of mail fraud. Nathan Jones served 18 months in the Texas State Penitentiary at Huntsville, Texas. In December 1952, he was released on three-year conditional probation.



Blanche Marx Jones

In 1951, Nathan's wife Blanche divorced him. She later moved to Topeka, where she lived and worked until her death in 1977.

Mrs. Blanche Jones filed in the Saline county district court May 31 for divorce from Nathan Jones. She charged extreme cruelty and gross neglect.

The Salina Journal - June 4, 1951

In January 1952, Nathan Jones married Marie Nelson. Marie had been a servant in the Jones home in the 30s and 40s. Nathan was age 60 and Marie age 42.

Nathan and Marie Jones moved to Garden Grove, California, in the late 50s.

MARRIAGE LICENSES

Floyd Benedict Deroche and Eva Erline Simmons.

Jimmy Kelly Best and Mary Joe Kendricks.

Nathan Leroy Jones and Marie Josephine Nelson.

The Liberty Vindicator - January 24, 1952



Nathan L. Jones

Nathan Leroy Jones died December 10, 1966, in Hollywood, California. He was buried at Forrest Lawn Cemetery in Hollywood Hills. He was age 74.



Death Comes to a Deposed Salina King

LeRoy was his middle name, and in the roaring 20s, even when he was disgraced in the 30s, Nathan L. Jones acted as if he were a king.

His death Dec. 10 in Hollywood, Calif., went largely unnoticed, but in his heyday he commanded a \$5 million Kansas utility empire and brought bell boys grizzling with \$50 tips.

The flamboyant tough continued to the end. He was buried Dec. 13 in the famous Forrest Lawn cemetery of Hollywood Hills after a service in Mt. Cal-

vary Episcopal Church. He was 74.

At one time, he was Salina's first citizen, to be seen daily riding his Cadillac from his house on Country Club hill.

Mr. Jones was born June 25, 1892, in Seattle, Wash., the son of a farmer who later moved to Halstead. After a term of college at College View, Neb., Mr. Jones learned the electrician's trade at Kansas City.

He moved to Kansas in 1914 as an electrical contractor and began building small city power plants and power lines through the southern and western parts

of the state. In 1921, he became an officer in the United Light and Power Co. and United Telephone Co., at Abilene.

With that start, he moved to Salina in 1924, organizing the Public Utility Investment Co., a holding corporation with the Western Power, Light and Telephone Co., as its principal subsidiary.

Mr. Jones' empire grew until it operated in 275 communities.

Salina became Mr. Jones' town. He was president of the Chamber of Commerce, chair-

man of the finance board for Kansas Wesleyan University, on the board of St. John's Military School, a member of the National Council of the Boy Scouts, a leader in the YMCA and the Episcopal Church.

He organized the Jo-Mar 4H Calf Club which made possible the development of 1000 purebred Guernseys and created interest in mixed farming.

He belonged to the Elks and Eagles, was a leader at the Country Club and developed a fondness for horseback riding. His horses and stables were the finest.

He was able to borrow \$1 million at Dallas to purchase an ice firm there. His attempt to buy the Kansas City, Kas., power plant created a two-state controversy until he withdrew the offer.

Empire Crashes

Then came the depression and the crash. In 1932, Western Power, Light and Telephone went into receivership when the company defaulted on a bond issue of \$456,802.

Mr. Jones attempted a comeback after World War 2, launching a series of real estate op-

erations in the mid-west, selling houses to returning veterans.

He still had the old gold-plated tastes but he somehow had lost the touch. His Town and Country Homes, Inc., at Salina went into receivership, his state real estate license was lifted, and in 1951 he was indicted by a federal grand jury on a charge of using the mails to defraud.

He was accused of accepting deposits for building houses that were not constructed. Found guilty, he was sentenced to prison by federal and Texas courts.

After his release, he moved to California as a salesman.

He is survived by his wife, Marie, of the Hollywood home; three sons by a previous marriage, Nathan E. Jones, Hollywood, the Rev. Marx A. Jones, Crystal Lake, Ill., the Rev. Scott N. Jones, Evanston, Ill.; two sisters, Mrs. Mabel Miller, Long Beach, Calif., Mrs. Bernice Farmer, Clovis, N. Mex.; and nine grandchildren, including children of his late son, Clark H. Jones, who was killed in an auto accident in 1964.

Among the pallbearers was Mike W. Sutton, Palos Verdes Estates, a former Salina newspaperman.

The Salina Journal – December 2, 1966

Nibbles Extra Credit – Great Depression – 1933

Things were still terrible, but there were glimmers of hope in 1933. The inflation rate turned positive at 1%, and GDP growth turned slightly positive by summer. But 2 million Americans were homeless. Industrial production was half of its 1929 high.

Unemployment

Unemployment was at its highest yet – 25%.

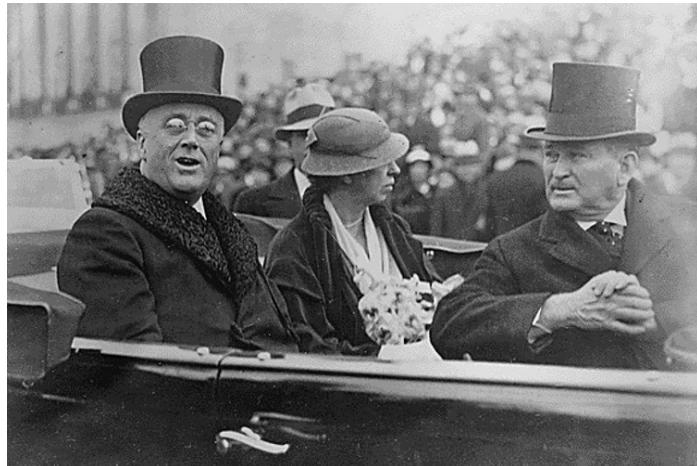


Unemployed men outside a soup kitchen opened in Chicago by Al Capone

Franklin D. Roosevelt

Roosevelt was inaugurated March 4, 1933, the 37th President of the United States.

A week later, he began his “Fireside Chats”, keeping the country informed and encouraged about the government’s efforts to fight the Depression.



*President and Mrs. Roosevelt and Senator Joseph T. Robinson
on Inauguration Day – March 4, 1933*

Whereas Herbert Hoover had done “too little, too late”, Roosevelt introduced a flurry of legislation and executive orders. In his first hundred days, fifteen laws are passed to fight the Great Depression.

Five days after being sworn in as President, Roosevelt created the Emergency Banking Act, closing all banks to stop bank runs and failures. It was the first major action of the New Deal.

The New Deal was a series of public projects, financial reform, and regulations.

The public works projects were accomplished by new agencies that would hire millions of unemployed to build government infrastructure.

The Civilian Conservation Corps (CCC) hired 3 million to maintain public lands. The Tennessee Valley Authority built power grids throughout the mid-South. The Emergency Farm Mortgage Act was to save family farms. These and many more programs began to make a dent in unemployment.

The financial reforms imposed on Wall Street were meant to prevent a repeat of the financial crisis.

The Dust Bowl

48 dust storms hit the Midwest. The first wave of Okies left Oklahoma and surrounding states for California.

Prohibition ends

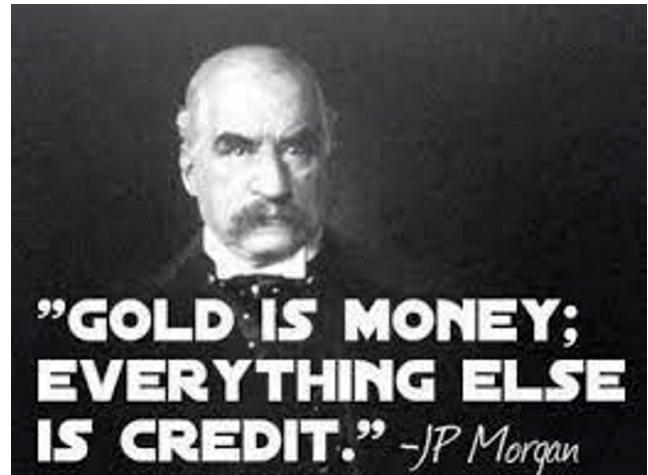
In December 1933, Prohibition is ended by the 21st Amendment. A tax on alcohol sales helped government revenues, and citizens were only too happy to pay it.

A coup

In April 1933, Roosevelt eliminated the gold standard. This move precipitated the “Business Plot.”

Alarmed by Roosevelt's plan to redistribute wealth from the rich to the poor, a group of millionaire businessmen, led by the Du Pont and J.P. Morgan empires, plans to overthrow Roosevelt with a military coup and install a fascist government modelled after Mussolini's regime in Italy. The businessmen try to recruit General Smedley Butler, promising him an army of 500,000, unlimited financial backing and generous media spin control. The plot is foiled when Butler reports it to Congress.

Timelines of the Great Depression – 1933



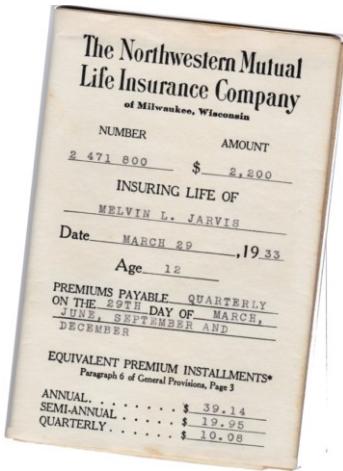
Timeline – 1933

Year	Event
1933	Franklin Roosevelt becomes 32nd president, initiates the New Deal
1933	In midwest US, strong dust storms begin to strip topsoil from farms
1933	21st Amendment to US Constitution ends prohibition
1933	Hitler announces the people's car, the Volkswagen
1933	Chleo Jarvis pays off \$5,000 mortgage on Lamer farm
1933	Two Nathan Jones companies go into receivership
1933	The Postal Telegraph Company introduces the first singing telegram
1933	Construction of the Golden Gate Bridge begins in San Francisco Bay.
1933	The Lone Ranger debuts on American radio.
1933	In Miami, Giuseppe Zangara tries to assassinate Franklin D. Roosevelt
1933	King Kong, starring Fay Wray, premieres at Radio City Music Hall
1933	Mount Rushmore National Memorial is dedicated
1933	The U.S. Congress begins its first 100 days of enacting New Deal legislation
1933	Roosevelt addresses the nation as President in the first of "Fireside Chats"
1933	The United States officially goes off the gold standard
1933	The first drive-in theater opens in Camden, New Jersey
1933	Albert Einstein arrives in the United States as a refugee from Nazi Germany
1933	The first Krispy Kreme store opens on Charlotte Pike in Nashville, Tennessee
1933	15 million unemployed in the USA

Chleo and Boys

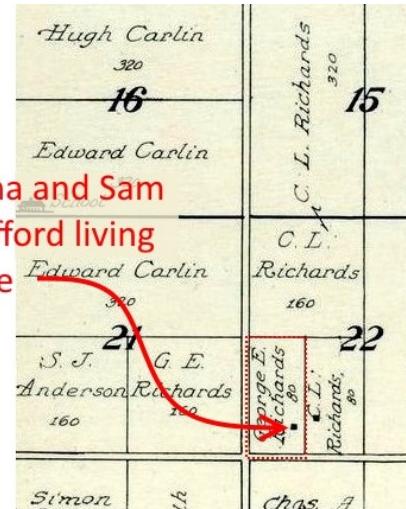
By 1934, Ralph Jarvis' estate had been settled.

Life Insurance



Chleo was in good shape financially because of Ralph's life insurance policy with Northwestern Mutual.

Aware how lucky she was to have had the policy, Chleo invested in a policy for each of her sons with Northwestern Mutual.

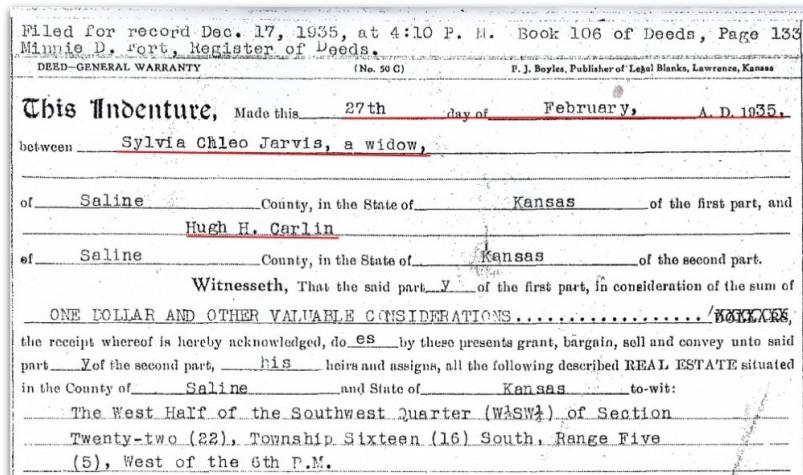


The ranch

Chleo had sold the largest 560-acre part of the ranch in 1932, breaking even.

In 1935, she sold the smaller 80-acre part to Hugh Carlin. That part was where Ralph's mother Anna and her husband Sam Stafford were living. Anna and Sam moved to Wichita to be near her son Tom Jarvis.

Ed. Note: Hugh Carlin's wife was Dot Carlin. She and I lived in the same apartment complex in the early 70s. She was a hoot. She had lots of stories about her husband Hugh and Blackie Jarvis.

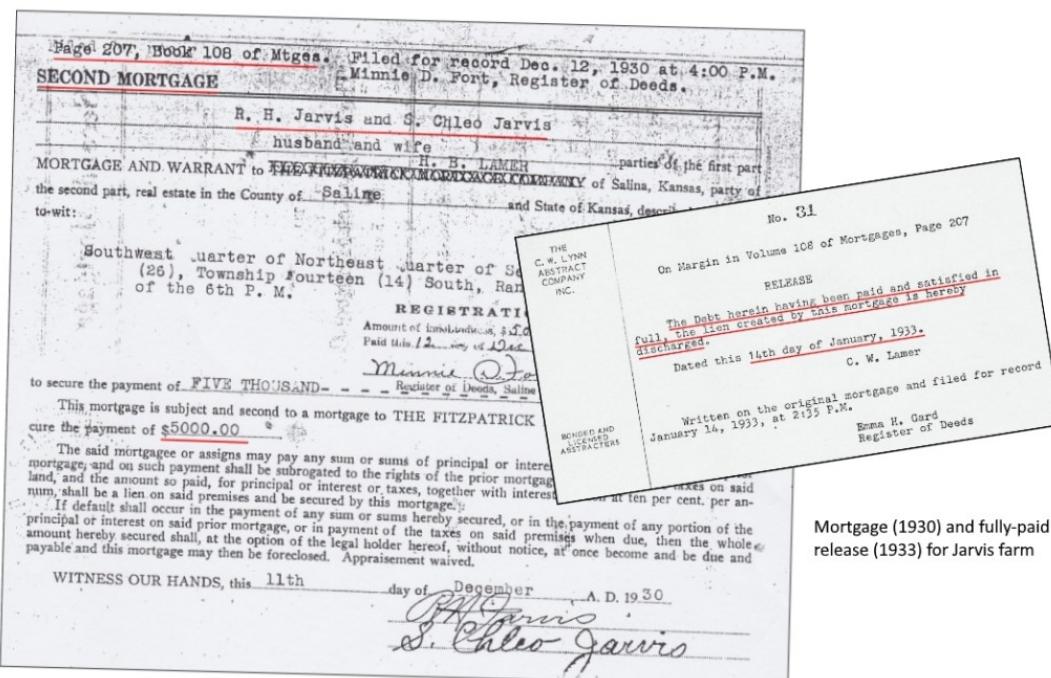


Deed – Chleo Jarvis to Hugh Carlin – 80 acre ranch – 1935

The farm

Chleo and her boys Mel and Donnie were living on the farm on the southwest edge of Salina. Chleo's mother Anna Webb and her brother Jim Webb were living with them.

In 1933, Chleo paid off the mortgage on the farm.



Mortgage (1930) and fully-paid release (1933) for Jarvis farm

Jim raised wheat and oats for cash crops. On 35 acres, it probably didn't amount to much.

Jim didn't use a tractor. He had worked farms and ranches since his teens in 1920, and he was comfortable using a team of horses.

Chleo and Anna and Jim raised chickens and sold eggs. They had large brooder houses and collected lots of eggs every day.

Chleo and Anna grew a large garden.



Jim's team - Jarvis farm - c 1938

Besides his work team, the riding horses were also in stalls in the barn. Mel had Sandy and Donnie had Chief.

The boys

In 1935, Mel was age 14. Donnie was 12. I don't know where Mel went to school as a 14-year-old. Donnie was still in elementary grades at Lowell School.



Don and Mel Jarvis - 1936



Mel and Don Jarvis – 1934

Nibbles Extra Credit – The Great Depression – 1934 and 1935

The Great Depression continued. But by 1934, the economy was beginning to recover. Helped along by New Deal programs, the economy grew 10% in 1934. Prices increased 1.5%.

Unemployment

Unemployment crept downward below 22% by year-end 1934, and still lower to 20% by December 1935. Still terrible.

Drought and Dust Bowl

In 1934, There were 29 consecutive days over 100 degrees. More than 75% of the country was experiencing severe drought.

By the end of the year, droughts covered 75% of the country and 27 states. Almost 80% of the country recorded extremely dry conditions.



Dust storm approaching Stratford, Texas – April 1935

Works Progress Administration (WPA)

In 1935, the Works Progress Administration was created. It was a New Deal program that hired unemployed people to work on public works projects like roads, parks, and public buildings. From 1935 to 1943, WPA hired over 8 million people.



Emmons County Courthouse
Linton, South Dakota - 1934



Midway International Airport
Chicago, Illinois - 1935-1939



Jenkins Culvert
Gove County, Kansas - 1938

Social Security

On August 14, 1935, President Roosevelt signed the Social Security Act. The first benefits were scheduled to begin in 1940, so there was no immediate impact on the Depression.

Government regulation

The federal government had been imposing regulations, especially in industries that had contributed to the financial downfall.

In 1935, the Securities and Exchange Commission (SEC) began to regulate the stock market. The Federal Communications Commission (FCC) dealt with telephone, telegraph, and radio.

Public Utility Holding Company Act

Perhaps the regulation most interesting to us is the Public Utility Holding Company Act of 1935. It gave the SEC the authority to regulate and break up utility holding companies.

It specifically:

- *limited holding companies to a single state, so they would be subject to state regulation*
- *broke up holding companies with more than two tiers*
- *required that holding company engaged in regulated businesses, not motels or car dealerships or housing*

Looks familiar, doesn't it. These are the things Nathan Jones' holding companies were doing, and they were the causes of his downfall.

Timeline – 1934-1936

Year	Event
1934	Horton Smith wins first Masters Golf Tournament in Augusta Georgia
1934	Bonnie Parker and Clyde Barrow die in a shootout with FBI agents
1934	Alcatraz Federal Penitentiary "The Rock" opens in San Francisco Bay
1934	World's highest recorded surface wind speed 230 mph Mt. Washington, NH
1934	One of worst dust storms removes massive amounts of Great Plains topsoil
1934	Create Great Smoky Mountains National Park, and Everglades National Park
1934	The first Soap Box Derby is held in Dayton, Ohio
1934	The National Archives was established

Year	Event
1935	Frank Capra's It Happened One Night wins all 5 major Academy Awards
1935	Social Security Act is passed, begins contributions and payouts within 2 years
1935	Airplanes are banned from flying over the White House
1935	Hoover Dam is dedicated by President Roosevelt
1935	Penguin introduces paperback books, making literature affordable to masses
1935	Roosevelt creates the Works Progress Administration (WPA)
1935	Babe Ruth appears in his last career game, playing for the Boston Braves
1935	Senator Huey Long of Louisiana makes longest speech in Senate, 15½ hours
1935	The world's first parking meters are installed in Oklahoma City
1935	Dust Bowl heat wave reaches peak, temps in Chicago a record-high 109 °F
1935	Humorist Will Rogers and aviator Wiley Post are killed in Post's plane crash

Year	Event
1936	Margaret Mitchell publishes Gone With the Wind
1936	Nazi Germany hosts the Olympic Games. Jesse Owens wins four gold medals
1936	King Edward VIII abdicates to marry American divorcee Wallis Simpson
1936	1st public television broadcasts begin in London
1936	The Spanish Civil War begins, continues until 1939
1936	Billboard magazine publishes its first music hit parade
1936	July 1936 heat wave: Wisconsin, Michigan, and Indiana set new records
1936	First glass-covered building for the Owens-Illinois Glass Co. in Toledo, Ohio
1936	Roosevelt reelected in landslide victory over Kansas Governor Alf Landon
1936	Construction of Hoover Dam is completed
1936	Life magazine begins publication as a weekly news magazine
1936	Santa Fe inaugurates the all-Pullman Super Chief train Chicago to Los Angeles

Teenagers, and a Peek Ahead

By the late 30s, Chleo and her family had settled into a comfortable lifestyle. Chleo had a few social circles, like bridge club and church circle. She still socialized with a few families of Ralph's co-workers.



Chleo Jarvis (r) – Steak Fry at Cave Hollow – 1937

Family in Larned

Chleo kept in close contact with her extended family in Larned. Her sisters Mae Webb Sooby and Laura Webb Baxter lived there. There were frequent trips to Larned, and visitors to Salina.



Left photo – 4 generations – Anna Webb, Mae Webb Sooby, Kathleen Walker, Dolores Walker – Center photo – Mae Webb Sooby, Chleo Webb Jarvis, Laura Webb Baxter – Right photo – Cousin John Theobald, Edith Sooby, Anna Webb, Jim Webb, Chleo Jarvis – all photos

The boys

They had grown to young teenagers. Here are photos of them on Mother's Day and July 4, 1937. Chleo was age 37, Anna Webb was age 70. Mel was age 16, Don was 14.



The boys still had their horses. They rode frequently.



Don (l) and Mel (r) with friend Chuck Barnett (center) - 1937



Mel and Sandy - 1937

In 1937, Mel Jarvis started high school at Washington High School in Salina. Don followed three years later.

A peek ahead

Chleo and Anna and Jim would continue to live a modest lifestyle on the farm.

The boys will graduate from Washington High School, Mel in 1939 and Don in 1942. Mel will attend Kansas State Agricultural College for a while.

In 1941, everyone's lives will be interrupted by the outbreak of war. Mel and Don will come of age during the war years and then participate in the post-war boom.

They will marry and start their own families. We will meet the families of their spouses, the Cheneys, Maningers, and Gibsons. And we'll meet the next generation of Jarvises. Including yours truly.

Stay tuned.

Nibbles Extra Credit – The Great Depression – 1937-1938

The debt from the New Deal programs was staggering (unless you compare it to today). Roosevelt cut back spending on the programs to manage the debt. But that caused the economy to turn downward, causing a recession in 1938. Roosevelt reluctantly reinstated spending, and the economy turned back to positive territory.

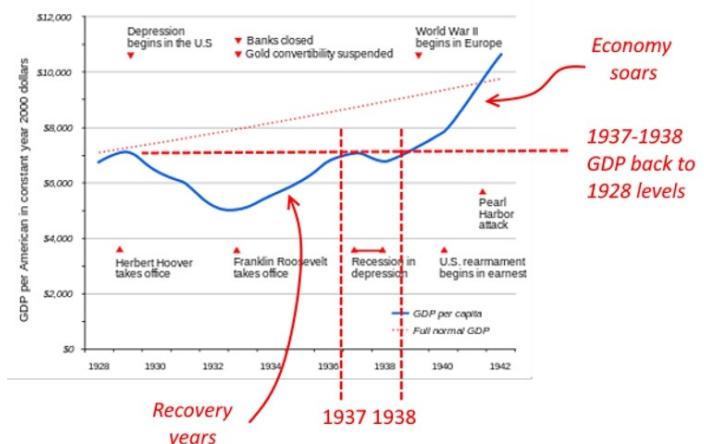
Unemployment

While most economic indicators were positive, unemployment was still high. It had declined steadily for the last few years and was down to 14% by 1937. But the recession of 1938 kicked the jobless number back up to 19%. 1 of 5 workers didn't have a job. Very discouraging.

The beginning of the end

There is much debate about the end of the Great Depression. Some say it didn't end until the end of World War II. Many say the depression ended in 1939 or 1940 with the beginning of the war production.

It could be said that the beginning of the end of the Great Depression was 1938. By then, all economic indicators except unemployment matched pre-Depression levels.



Timeline 1937-1938

Year	Event
1937	The Hindenburg bursts into flames at mooring in Lakehurst, New Jersey
1937	The Golden Gate bridge opened to traffic
1937	Construction of 2,000 mile Appalachain Trail is completed
1937	Amelia Earhart disappears over Pacific Ocean during circumnavigation flight
1937	The first issue of Look magazine goes on sale
1937	Howard Hughes sets record flying LA to New York in 7 hours 28 minutes
1937	John Steinbeck's novella of the Great Depression Of Mice and Men published
1937	A guard first stands post at the Tomb of the Unknowns in Washington, D.C.
1937	The canned precooked meat product Spam introduced by Hormel
1937	The Marijuana Tax Act becomes law in the US, taxes cannabis sales
1937	Disney's Snow White and the Seven Dwarfs, opens and becomes a smash hit
1938	First US minimum wage is set at 25 cents per hour
1938	Orson Welles broadcasts War of the Worlds, creates nationwide scare
1938	1st Superman comic issued by Action Comics
1938	Merrie Melodies cartoon Daffy Duck & Egghead, giving Daffy his name
1938	The first ski tow in America begins operation in Vermont
1938	March of Dimes established to combat infant polio by President Roosevelt
1938	Huey, Dewey and Louie make first appearance, in "Donald's Nephews"
1938	Howard Hughes sets new record, a 91-hour airplane flight around the world
1938	Wrong Way Corrigan heads from NY to California, but lands in Ireland
1938	Haggar debuts a new pant concept, "Slacks", to wear during Slack Time
1938	First patents for nylon granted to Wallace Carothers and DuPont
1938	Jefferson nickel replaces the buffalo nickel
1938	Kate Smith sings Irving Berlin's "God Bless America" on her radio show

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Marriage, And Then More Work

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About the Author

I'm Mark Jarvis. My wife is Cathy Teply Jarvis.

Cathy and I have always had a soft spot for old family photos, mementos, furniture pieces, etc. Our home displays lots of these mementos, including an ancestor photo wall.

Since I retired in 2014, I've spent many hours chasing our Jarvis and Teply ancestors.

We have a trove of family information and stuff. And we'd like to share it.

You can also find these stories on familynibbles.com.



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